The Seduction Method:

The Ultimate Guide to Meeting and Seducing Women

Carlos Xuma

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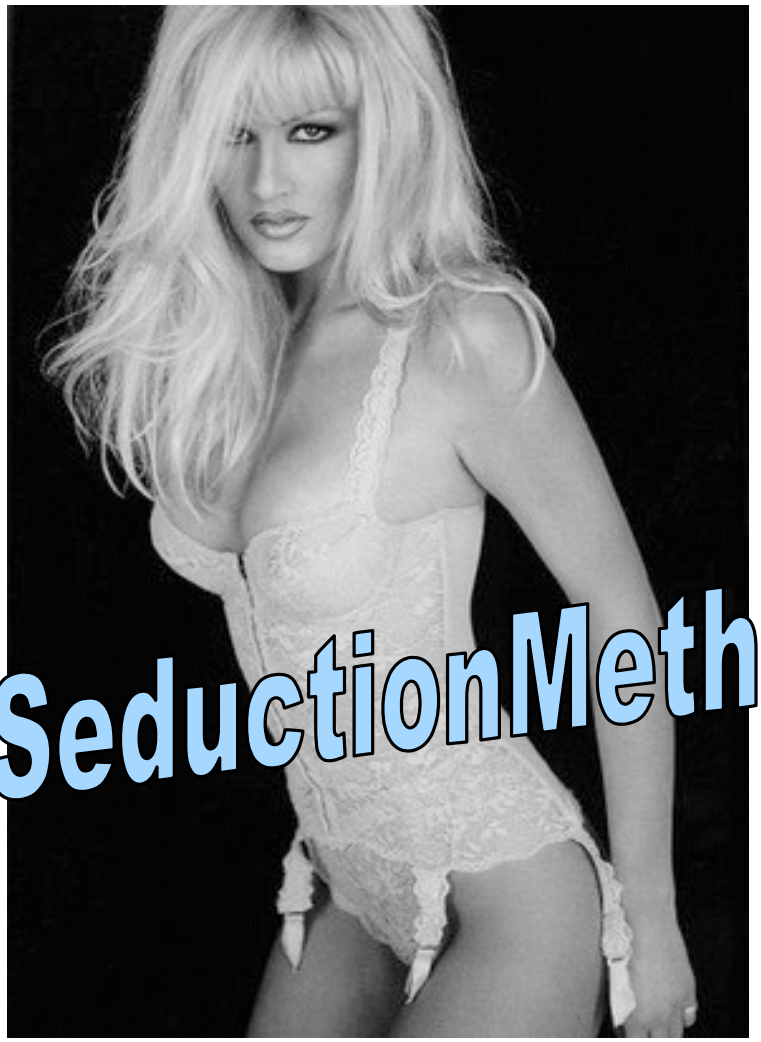

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The only life worth living is the adventurous life. Of such a life the dominant characteristic is that it is unafraid. It is unafraid of what other people think… It does not adapt either its pace or its objectives to the pace and objectives of its neighbors. It thinks its own thoughts, it reads its own books, it develops its own hobbies, and it is governed by its own conscience. The herd may graze where it pleases or stampede where it pleases, but he who lives the adventurous life will remain unafraid when he finds himself alone.

- Raymond Fosdick

When people say to me, "*How do you do so many things*?" I often answer them, without meaning to be cruel, "*How do you do so little*?" It seems to me that people have vast potential. Most people can do extraordinary things if they have the confidence or take the risks. Yet most people don,t. They sit in front of the television and treat life as if it goes on forever.

- Philip Adams

Twenty years from now you will be more disappointed by the things you didn,t do than by the ones you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.

- Mark Twain

No great deed is done by falterers who ask for certainty.

- T.S. Eliot

Life is a daring adventure … or nothing.

- Helen Keller

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What would you attempt to do if you knew you could not fail?

- *Robert Schuller*

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Introduction

You don't have to feel guilty, shameful, or dirty anymore. I know your secret.

I know what "They" have been telling you, and you've been getting the wrong message this whole time because you thought your desires were "unclean" and "immoral."

What's that secret you're hiding?

You want sex.

You want it. I want it. She wants it. We *all* want it. Men **and** women. It's perfectly normal and healthy.

Now there are about 5 or 6 billion people on this planet, and we all evolved away from a tribe of a few hundred thousand that originated in an area that is now Africa. We stood up from being hairy little apes, and we stopped dragging our knuckles, figuring it would be lot funkier to start walking upright. Now, the way we managed this stupendous feat of getting from being those hairy little primates to upright walkers is by having sex. Lots of it. Enough to make cute little babies that grow up and have more sex, and more babies … And then, suddenly, VOILA! You have **evolution**. Pretty cool, huh?

I think you see my point. Where we run into problems is when we start wondering, "Gee, golly, my *priest/mother/sister/aunt/pastor/friend* (choose your source of guilt and judgment) says that sex for any other purpose than procreation is *wrong*. We'll be banned from Heaven." You mean to tell me that the greatest bonding experience and intimate contact between men and women can **only** be used to make more people?

Look, I won't judge your religious or moral beliefs. That's not my place. But let me share with you my stance on the topic:

I was brought up Roman Catholic, as most Italians are. I went to church dutifully with my parents each Sunday. But my father was more of a free-thinker. He saw hypocrisy and human weakness corrupting this supposedly "holy" establishment. But he didn't lose faith; he simply questioned the things that other people told him were true. In many cases, those things were very **false**. As a result, I grew up to question beliefs

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and what was assumed since birth. It's easy to accept what you're told, because then you don't have to go through the effort of actually *thinking*.

And there if there is one task a man will go to *any lengths* to avoid it is ***thinking*** for himself.

I decided to explore many different churches on my own, from Lutheran to Pentecostal. They all had one thing in common: Community. And that was where I saw much of the good that these organizations did for their parish as well as their neighborhoods. One thing I did not see much of, however, is toleration and openly accepted differences of opinion. Their Gospel was **THE** Gospel. No one ever raised his or her hand during a religious sermon to say, "You know, I wonder if that's what that **really** means. Maybe it really means –" In the end, I realized that as holy as these churches all professed to be, they were ***all*** created by men and women.

And, truth be told, most of the people out there (90%+ of the population) is just following the rest of the herd. It takes many years for the voices of reason to get through to the establishment. So old thoughts still persist. Most people still believe – even after decades and decades of research proving otherwise – that colds can be caused by being *cold*. (Blame your mother for that one. "You'll catch a chill!")

Did you know that your religion is considered an inherited trait by sociologists? They consider something that you can willingly choose to participate in as a trait that you acquire from your parents, and from theirs before.

What does this mean? It means that you are expected to take a belief system from your ancestors and almost never question it. You are expected to accept the rules of that faith, even if you are always feeling a little uneasy inside, that some of what they tell you just doesn't ring true.

Ever notice that these churches always label that small, questioning voice inside of you as "Satan"? If they label your internal compass as some evil entity you can't trust – label it as "bad" – then they can control you and tell you what to think and do.

I'm not telling you to go out and burn your bible or throw away your faith, but I am telling you that if you blindly accept the beliefs that many religions force on you, you will discover that there are many are subtle forms of control at work beneath them.

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That being said, you know what? I think all religions have a core of honesty and goodness in them. Unfortunately, through human weakness, we have distorted the true purpose of religion: To help each other lead happy lives, and understand what we're here for.

I think you see where I'm going with this. Sexual morality is highly subjective.

We've seen preachers and Pundits fall from their lofty thrones of gold, people like Jimmy Swaggart and the Jim and Tammy Faye Bakkers. We've seen the scandal of the Catholic Church as it tries to hide the fact that when you suppress your sexuality, you create the very devils you claim to fight.

Marriage? I hope you are aware that marriage is a fairly recent invention in our history. Sex before marriage is (and always has been) fairly commonplace. It's a natural desire for us, as natural as the need for shelter and clothing and social ties.

The problem is that men and women get together for one of two reasons: attraction, or necessity. **Every romantic involvement with a woman needs to start with a passionate seduction** to satisfy you and her for the long run, much less the short term. I've gotten together with women just because I thought I could have a long-term relationship with them, trying to ignore that I didn't really feel they were sexually exciting. And that came back to bite me on the ass every single time. I'm sure I'm not the only guy that lowered his standards in hopes of making a possible relationship work at one time or another.

Seduction, gentlemen, is **not** bad.

It is absolutely ***necessary***.

If you're reading this book, I assume you want to learn more about having sex with women. And that's perfectly okay and normal. What I do not suggest is that you use any of these tactics for deceitful or hurtful influence on women. Nor do I want anyone to coerce, force, or use negative manipulation to get sex, or have it indiscriminately or unsafely. You can sleep with women without doing anything deceitful or harmful – to yourself, or her.

Women have always guarded their sexuality. It's been a necessity of evolution, since we were hiding out in caves from mammoths and saber-tooth tigers. A woman could not give herself sexually to a man she didn't think would be capable of supporting her and any child she might have. Her behavior was forged from necessity.

Today, women can engage in sex for pleasure and not worry about pregnancy by using birth control. However, thousands of years of evolution are not cancelled out in

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just a hundred years of rubbers and pills. But since women haven't caught up to this, we can help them enjoy this freedom and help them overcome their own objections.

Seduction isn't just for a woman you want to sleep with. You can seduce the girlfriend in your life, your wife, or even your friends and family. You can seduce your boss on a great idea that could get you promoted. You can seduce your dog into doing tricks.

You see, **seduction is nothing more than a highly charged, emotionally persuasive sales job.**

Women want exactly the same things you do: sexual experience, unchained from all the repression and guilt. They want to sleep with you and enjoy physical pleasure. They just have different social, psychological, and instinctual expectations. We will explore these in this book, as well as discuss the methods of overcoming them so that you both can get what you want.

Here's how we're going to learn **The Seduction Method**:

- How to prepare for seduction – what to think, wear, and have to be ready
- We'll go through some basic psychological principles of women (and men) that will explain what the thought process is going on behind the scenes
- We'll go over a simple seduction plan that every man can use to increase his sexual success
- We'll discuss many of the situations you'll find yourself in, and how to handle them
- We'll give you specific strategies and tactics to handle situations as they come up – including phrases and the exact words
- We'll review an actual seduction situation and break down what works and what didn't work
- We'll even discuss sexual performance and how you can become a good lover

Let's get a few things straight. Men do not want *only* sex. But we do want it sooner and with fewer commitments. Most women treat us as if we're "wrong" for this desire, but it's actually not a matter of "right" and "wrong." It's a matter of doing what you want, with no guilt or manipulation from others to mess with your head. Don't let women make you feel dirty or shameful for wanting sex. It's another manipulation.

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So, Who IS This Carlos Guy?

There are a lot of books out there written by people who observe and watch, but never **do**. This is especially true of the seduction systems you see out there on the market. I've read plenty of them, and I'm very sure that most of these guys have dabbled a little with their techniques, but not *lived* them.

In fact, most of the books you get in the self-help sections seem to be written by people who have success in only two things: meditation, and getting their book published. If you've seen the pictures and the biographies of the authors of most of the relationship books in particular, you know that they are just as messed up as the rest of us. (One particularly famous author has been married in excess of five times, and is close to being a certifiable basket case.)

And **none** of them have any experience in seduction.

Observation is good, and essential. Most of the great realizations come from observation and seeing what others are doing that works, and then having the ability to write it down in a way that others can understand and use. I, however, do **both**. I observe and perform to learn what does and doesn't work.

Christian De Meco (from ***Dating Dynamics***, our affiliate) has a wonderful saying that he uses as an example of how to get your information in life:

"I had this guy I used to work with back in the financial services business. He always used to say that when he wanted financial advice, he went to the guy with the pile of money that was bigger than his, not some down-and-out stockbroker picking his stocks out of a hat. ***If you want to learn how to do something, go to someone who is doing what you want to do****."*

I believe in that advice, too. You just can't watch the game from the sidelines and be what they call a Monday-morning quarterback, the guy that thinks he knows everything about the game, but has never gone out there on the field and ***played*** it. You need to jump in there and get dirty. As a character in the movie "**The Rock**" says, "Sir, we've spilled the same blood in the same mud."

Let me give you a little of my own background, and you be the judge of how reputable I am as a source. I first got laid when I was 12 years old. I know, it sounds kind of perverted, but not really. I discovered early on that I had an understanding of

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girls. I had a very active and interesting teenage life, and I was privileged enough to have dated and slept with some amazing partners along the way.

When I got to my early twenties, I even had a few of what some people call long-term relationships. Mixed in-between was a lot of seduction, but I had no idea what I was doing. It was mostly luck and ignorance. Somewhere in my mid-twenties I started to slow down and think about what it was that had created this success I was having. When I started analyzing, I started having more gaps without sex, but much more insight as I figured out what the secret was to attracting and sleeping with women. From average to beautiful.

Then, I had my epiphany, or great revelation. It came when I was dating women from the personal ads in Kansas City. I had met this cute art student who was doing creative landscaping for people's homes in the area. We had gone out one night for some drinks and had a good time. We came back to my apartment, and we were drinking some beer and talking when I had this insight. It was an "a-ha!" moment that I'll never forget.

All this time I'd been working on **what** I was doing to attract and interest women, or **how** I was doing it. What I was failing to see was what **my underlying attitude was** in these situations.

Invariably, I found that these things were consistent about the failures:

- Too "nice" – Made a lot of compliments, a lot of flattery
- Went on "dates" – Took women to movies and dinners
- Too needy – I acted like I wanted and needed their approval
- Waited for signals from her before acting and moving forward (no risking on my part)

And this was what was consistent about the successes:

- Used a lot of humor
- Teasing and making fun of her – treating her like a pesky brat
- Behaved like I didn't need her – very independently
- Moved in aggressively with every woman – regardless of what I thought her interest was
- Acted very arrogant and cocky

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When I looked at Lori the Art Cutie, I suddenly understood what to do.

I put down my beer and asked her, point blank, "Are you attracted to me?" (And my tone said that I couldn't care less what she said.)

She looked at me, a little shocked, and simply said, "Yes."

Right then and there, I had flipped the switch on to my understanding of how seduction really works with women, and it has *nothing* to do with being a wonderful man. It has everything with being a man who decides what he wants and goes after it. **Without** needing it.

It was in the ***attitude***.

Later that night, Lori and I enjoyed some skinny-dipping at the pool in the courtyard of my apartments, as well as hours of tear-up-the-sheets sex.

Since then, (and this is not bragging) I've slept with scores of women, and built on that fundamental understanding. I established a new belief system regarding women, and I'm about to share with you the understanding here, in great detail. **The Seduction Method** is built on this knowledge, so that you don't have to struggle to enjoy success with women.

Why am I sharing this information?

First of all, because I don't stand to gain by keeping it a secret. Other men deserve to know what it takes to seduce women. They also need to know that it doesn't take good looks, a hot car, or lots of money to do it. If you are able to understand these principles, and I guarantee you will, you can make these strategies work in your life, too.

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Busting the Myth of "Speed Seduction"

You may be familiar with the concept of "speed seduction" and what these techniques claim to be able to do. You will find a lot of hucksters out there who are looking to make a quick buck off you, selling you what they call speed seduction programs and e-books. In reality, these "programs" are a collection of hypnotic techniques that would only work on a woman with the intelligence of a mentally handicapped child.

Speed seduction promises one thing: To appeal to a man's desire to get free and easy sex, as quickly as possible. All those speed seduction techniques do is supposedly close the gap from the time you see a woman you desire on the street to the time you get in bed and have sex with her. The concept plays on your impulse for immediate gratification, and it is never as easy as the ads say it is. And it's *never* that fast.

What you will learn here is how seductions works, from the ground up, and how to do it **as fast as any particular woman will allow you to**. No faster. Why? Because she already has a mechanism inside her that will prevent you from going faster than her engine can take. If you go past the redline, the brakes slam on, the engine seizes, and you've failed. But once you learn how to drive this car, you'll see that you don't need to worry about destroying it if you just learn the right attitude and techniques.

Call this method you're about to learn "*speedier* seduction" instead of "speed" seduction, if you will, because it's real and it does work as quick as you need it to. You may not be able to get her *instantly*, but there is really no man who can. You can't meet a woman on the street, snap your fingers, and expect to be back at your place having sex in a few minutes. The only place this happens (other than in dreams and with prostitutes) is in porn movies, and you know the real world isn't like that, don't you?

You have one of two choices when you want to learn how to seduce women:

1) Buy a "speed seduction" course that promises you that you can get laid tonight by stroking her hand a special way and putting her into a hypnotic trance. You quickly figure out that no man in his right mind could make this work except the guy who invented it. You get discouraged, and you've blown $50 or more on a book you'll never read again.

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2) You get **The Seduction Method**, and learn the true principles at work behind seduction. You will find that you can get laid on the first night, or even a couple nights down the road. But you have enough understanding that the information makes sense and sticks, and you have *long-term* success. The kind that lasts the rest of your life.

Well, I'm here to congratulate you on your intelligence for choosing the *right* one. Great choice!

Remember: You don't need a hot car, or a lot of money, or fabulous good looks to attract and seduce women. You do have to have a good attitude, and that's what we'll build here.

A Helpful Warning

You are fighting a battle for control of your thoughts. We live in a decidedly female-centric society. I know, you're all slapping your foreheads and saying, "But men are the violent ones! Men are the cause of all the problems. They beat their wives! They start wars! And women still earn less money!"

Truth check: Statistics and studies (dating back to at least 1978 – See Dr. Suzanne Steinmetz) indicate that men are abused at least as much as women. Perhaps more, since men are afraid of the emasculation of reporting these incidents. Very few of these abusive incidents involve women acting in self-defense. Women do suffer more physical damage from their situations, and I don't want to make light of that. However, they are also not always as innocent as the "statistics" would have you believe. Men are not bad or evil.

Truth check: Women control media and markets through their buying power. Who buys most of the books, fiction and non-fiction? Why are there so many chick flicks? Ever wonder how a book with a title like "How to Dump That Jerk Man" can be printed, but if a book titled "How to Understand Female Mood Swings" were to hit the shelves, there would be protests and rioting? Because the book companies are in the business of making money, not publishing information and Great Truths. They do what they're paid to do, by their customers. Women buy most of the books published each year. Consider books on romance. Romance generated $1.52 billion in sales in 2001, romance fiction comprising 18% of all books sold and 54% of all popular paperback fiction sold in America. Of these readers, 93% were women, and half of them were married. (*Source: www.rwanational.org Industry Statistics.)

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There has been a distinct shift in American culture, a more feminized approach, if you will. Not all of this is bad, but the parts that delude men into believing that what women want is a man with female sensitivity are complete hogwash. You need to know that the social pressures you feel to commit and settle down are not necessarily the right paths.

Each sex has its own power and benefits. Men complain about how easy women have it. Women complain about how easy men have it. Neither one really has it any "better." So don't let a case of male guilt stop you from getting what you want from life.

Love Women

If there's one thing you can do to increase your abilities with women and survive in the seduction world it's developing a genuine love for women. You love their smell, their touch, their looks, their sounds, and their tastes. And you even have to love the things that are **so** female, like their tests and their bratty behavior and their insecurities. All of it.

Love women. The good and the bad.

If you go out and do nothing but seek to get laid for the sake of your getting off, you won't survive. And even if you do, you won't survive well. If you've got any women-hating issues in your system, eliminate them now. Get them out of your system. A true seducer is a gentleman, and he adores women for who they are, not for who he wants them to be.

Women have a nature. It's like the fact that the sun shines, and water gets you wet. When you want it to be otherwise, you're just asking for pain. Accept women the way they are and learn to work with their nature. You cannot seduce a woman if you're trying to change her, or if you resent her because of what she is.

Women Want Sex

Up until the last thirty years or so, it was a commonly held misconception that women were somehow frigid or uninterested in sex by nature and had little or no desire for it except to procreate. This fallacy was created by men who thought that since a

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woman postpones sex, she only "gives it up" to get what she wants – a faithful husband to provide for her.

Women want sex as much as men do; they just have a different timetable and requirements before they have sex with a man. There has been a lot of liberation for women, and even though there are a lot of women that have occasional casual sex, they are still programmed since birth with the fear of being labeled promiscuous. The label of "slut" is still a fundamental fear of almost all women, and it's probably the most damning of judgments a woman can feel is placed on her.

A woman won't listen to any logical rationalization you come up with for her to sleep with you. Talking to her – telling her all the reasons why she should go to bed with you – including being pushy – *will not work*, and will often backfire and push her away. She has to ***feel*** like sleeping with you – with her **emotional excitement**, not her rational mind. She has to desire it with her own free will. Remember, people make *emotional* decisions and then justify those decisions later with logic.

The Fundamental Problem With Men

Guys have undergone a significant change in the last half of the twentieth century, and early into the 2000s. A significant part of the male population has grown up as children of single-parent families, and custody has been mostly left with the mothers.

As a result, men seek approval like never before. We either had mothers that over-protected us, or were never there. And then we lacked good male role models. We grew up learning that our mothers were always there for us, and the way to get what we wanted was through female approval. We wanted mommy to approve of us, so we did what she said we ought to. So, while on one hand we were being conditioned to seek approval from women as our sense of validation, on the other hand we believed the fictitious nonsense they filled us with regarding how to treat women.

"Always respect a woman," they would tell us, which is true, but they never explained that the best way to respect a woman is to show some backbone and grow a set of balls. "Be nice to girls," they told us. Nice, huh? So men were left on their own to interpret "nice" to mean: "bend over backwards and supplicate like a wimp."

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We are entering a new age, where men are losing touch with their masculinity. It is going to take an active education of the masses to get this message out to guys everywhere, but in the age of the Internet, I'm hopeful that we can get there. You see, a hundred years ago, a book like this wasn't necessary. Men assumed a leadership role, and while that age of society may not have respected feelings (as today's society seems so obsessed by), it did allow for a clearly defined gender role. Today's men and women seem so confused by what was once the easiest thing in the world to understand: what a man and woman's roles are.

Now, I'm not some kind of chauvinist that believes that women are only good if they're barefoot and pregnant, or that they shouldn't have an equal footing with men in authority and earnings in the workplace. What I have been witnessing in the last 30 or so years (especially in the workplace) is the feminization of men and the masculinization of women. Unfortunately, we haven't been taking on the good traits of either gender. Men have been getting wimpy, passive, and approval-seeking. Women have been getting bossy and aggressive. (The unfortunate thing about America is that our corporate pecking order has convinced women that they need to assume the worst traits of men to make it in business.) Men are trying to be women; and women are trying to be men. It's no surprise that everyone is unhappy with the "single's scene" today. Nobody knows who they are.

This book is necessary today because men and women are losing their essential sexuality. Seduction is a part of that sexuality that is necessary. It's not a bad, manipulative act; it's a validating and affirming act. As men, we owe it to women to become what we once were: strong, decisive, and confident.

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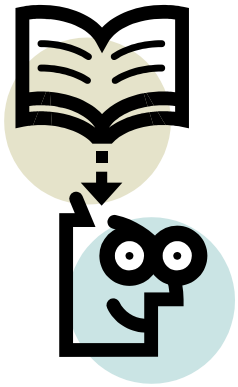
How To Use This Book

This book is a reference manual, and you should treat it as such. When you go on a meeting or a date, you read the sections that help you keep your seduction goals in mind. When things aren't working, you come back here to find out what you may have done wrong or what you can hone for the next time. Seduction is a process of leading others through the art of human motivation and persuasion.

We need reminding as much as we need educating.



Read this book ***at least*** five or more times to become familiar with the content. I repeat critical concepts several times, but you should still re-read it several times over. Print the book out on paper and put it in a binder if you have to. Read it actively, which means to have a highlighter *and* a pen or pencil in your hand the whole time you're going through the book. Use post-it notes to mark areas of importance. Scribble comments in the margin.

Be sure to keep a journal of your seduction experiences so that you can learn from your own efforts along the way. You'll find your own insights exceptionally valuable as you start to use your head and critically think about how you interact with women and how they react. You'll discover most of your areas to improve simply by

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being willing to take a detached viewpoint and review your performance, revising your strategies where necessary.

To help you see how this self-analysis works, I've included a segment near the end called "Anatomy of a Seduction." This section details a true story of a seduction, and how I analyzed the performance to yield an understanding of what worked and what didn't. You'll see just what happened that night, along with the techniques this guy used to overcome challenges. Then, I'll also discuss how to "Sharpen" your saw for each further seduction attempt, because one of the most important skills you can develop is your own ability to improve yourself.

Most men go after women with brute force, meaning that they do what ***they*** *think* women want, never really considering if what they're doing actually works or what the affects of their actions may be. An expert at seduction will always use what he knows, observe the results, and ***think*** about his next step.

I was divided as to how I wanted to present this material, so you may see some topics that seem presented out of order, but actually aren't. You see, there are two parts to teaching this Seduction Method:

- The first part is the foundational concepts that you must learn and use all along the way. Things like using seductive language, and teasing, etc.
- The second part is where you actually implement them in a systematic seduction attempt on a woman.

So, while there are many techniques you must learn how to use in general, there are also those you learn to use in a specific order. You'll understand this more fully after you've gone through this material the first time.

You'll also notice that I use movie references quite a bit in this book. I find that movies have a great way of showing us truths we often overlook. I hope you'll indulge my pop-culture references.

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There are a few small sections in this book that have been re-printed from **The Dating Black Book** by Christian De Meco and enhanced for this book (see recommended reading for more information.) These concepts were vitally important to the understanding of female motivation in seduction, so I included a couple of these principles here, with permission and under the understanding that they had to be *revised for use in this seduction program*. So, if by chance you own that book, **don't worry**. The content here is tailored just for us and **The Seduction Method.**

Note: The hypothetical woman we are using as a seduction example in this book is assumed to be the most reluctant of all targets. In some cases, a woman will not be this difficult, but you must assume she will be at the start. If she makes your job easier, so much the better. But for the sake of learning, we have to consider that you will usually run into women who will not necessarily be eager to sleep with a man quickly. We'll cover more about the female mindset along the way. Just remember that I've written this information to cover the most difficult circumstances you will probably encounter.

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Seduction is the Wrong Goal: The Six Big Mistakes In Seduction

I already know your **FIRST** mistake before we even start: You've been aiming for the wrong goal this whole time.

What do I mean by this? If you want to have true success in getting women to go to bed with you, *getting laid* can't be your only goal. I know this sounds contrary to what you might believe, but it's true. If you set your sights on just getting a woman into bed, she will smell your agenda, and you'll fail. You have to really pay attention to how you're making her feel.

Women lack good role models. There is, in general, a female identity problem. They do not know who they are, or what a good woman is anymore. Her worth is in question because all the things she previously used to define herself are no longer used.

Women identify and define themselves by their physical and sexual attractiveness to men. When that value is in question, she will seek approval by a man to validate herself again. This is the basis of seduction.

Seduction success is not a goal in and of itself. It's the result of behaviors that lead you to that goal. So how do you do it if seduction isn't your primary goal?

If you can make a woman feel good about herself *and* you, you will get laid.

Your goal should be to make a woman feel good first, and then she will automatically be drawn to you by virtue of your behavior. Mind you, making her feel good does not include things like buying her flowers, or writing her love poems, or singing to her. There's the myth that Hollywood movies promote, and then there's the reality of what makes a woman *truly* attracted and sexually interested in a man.

Your **SECOND** big mistake in seduction is that you are probably already doing many of the right things, and even in the right order, but you're trying to do them **too quickly**. A primary success habit of the effective seducer is *patience*. You have to slow down and make sure that your pace is not too fast for her, or out of step with where

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she is at any given time. Rushing implies that you lack self-confidence. When you rush through a seduction, you are certain to fail.

The **THIRD** big mistake of would-be seducers is that you're not paying enough attention to **her**. You have to cultivate a keen perceptive ability when it comes to other people's feelings, moods, and states of mind. Men tend to ignore outside evidence and the subtle indicators and hints that a woman is giving off all the time. If you can learn how to tune into these signals, you'll never be surprised again by her reactions.

The **FOURTH** big mistake you're probably not making her feel like she is special and unique, and that you are not just interested in her because she's a warm body with a vagina. **A woman's biggest turn-off is that you only want her for sex.** She is willing to *give you* sex, if you are willing to *give her* the sense of romance and magical mystery she desires.

The **FIFTH** big mistake most guys make is thinking that money and status are what get you laid. It doesn't. It might get gold-diggers (shameless women who are essentially high-class hookers) interested, but it will not do you any good. You can't buy your way into Heaven, friends. It doesn't work that way. So please, please, do not try to buy a woman gifts or throw money at her as a way to get sex. It is a waste of your money and time. You'll also set yourself up with a belief that sex is always transactional with women, and that you must always "pay" in some way.

You can get laid **far more** by practicing these seduction principles than you would by trying to find the women out there that can be bought. Keep this in mind. You might even think that small gifts are okay, but they're not. They scream out "DESPERATE MAN!" And she will hear a voice inside her head that wonders if you're trying to obligate her to sexual favors by buying her expensive dinners and gifts. If she's a lady with any class, she'll just turn you down. If she has no class, she'll take your gifts **and then** turn you down. So just keep your money in your mutual funds, and invest these new skills in getting your sexual satisfaction.

The **SIXTH** mistake almost all guys make is that they are in too much of a hurry. (This is usually a combined with the third mistake, not paying attention to her.) The single behavior that shoots down more potential seductions and is completely under your control is **coming on to a woman too strong**. Now the funny part about me

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telling you that is that you can hear me tell you this, and you'll even nod your head and say, "yeah, dude, I know..." But you still won't stop doing it!

We could go into a whole circular debate over the nature of free will here, but I won't. You need to take both responsibility **and** control of your actions. When you fail to do what you know you must do, there's a *reason*. And until you find out what that reason is, you'll probably never change your behavior.

So back to my original point - why do men come on strong to women? (Since this is the one part of your personality that will sabotage all your work unless you can control it.)

It's because we're in a *hurry*. We lack the self-discipline to **slow it down.**

Men want quick affection, sex, and security with a woman. And then we want the space and relaxed distance to enjoy it in. Women want space and relaxed distance, and **THEN** they want affection, sex, and a build-up of trust and security.

Do you see how hurrying a woman ruins your work?

If you come on too strong, she backs off. If you come on paced and easy (which also demonstrates confidence and self-control) she'll go along with you. We'll address the various strategies to avoid coming on too strong as we go through the Method.

Your primary seduction goal is to have as many women as you want in your life. You want to have **too many women** in your life – so many that you don't have the time to get to them all. That's the place where ***you*** have the choice. You have the selection. Your attitude will rise. Setbacks with one woman will not worry you, because you have the supply on *your* side of the equation. No one woman will mean so much that you get too caught up in your failures. Everything will swing to your favor at this point. Quantity, in seduction, is just as important as quality.

Sexual Power

There are a lot of men with strong repressed anger over the seemingly endless string of hoops guys have to jump through to get sex. This essentially comes from anger over women's authority and power – the ultimate say-so or say-no. If you find you have a lot of this anger, or extreme bitterness about the process of dating to pursue sex, you'll have to find a way to let it go if you expect to make any long-term success in the field of meeting and seducing women. This anger is rooted in a deep-

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seated belief that since women control the supply of sex, and you have the demand, they somehow own or control **you**.

Nothing is further from the truth.

However, if there is a part of you that has a very difficult time getting over it and accepting that women ultimately can and do say "No" to men, you may wish to seek counseling of some kind. The techniques and strategies covered here are for men with very little (if any) emotional baggage about women. Again, you have to love women, and you can't be trying to change her if you want to seduce her.

Think about how our society refers to sex. Men are expected to "get lucky" with women. They believe that all sexual success is based on rolling the dice and seeing who you end up with, and if she will or will not "put out." Sex is a game of chance, according to popular belief, and if you try to learn the rules so that you can turn the game in your favor, you're looked on as some kind of cheater.

Why not take a planned approach? Why would you leave your future up to the fates when you have the ability to control your destiny?

Perhaps you've heard the serenity prayer:

Grant me the Serenity to accept the things I cannot change,

Courage to change the things I can,

and the Wisdom to know the difference.

The fortunate (and unfortunate) part of this prayer is that the responsibility for finding the courage is still up to you. You have to be willing to go out and change those things to make a difference.

I get in heated debates with many people (men and women) over these concepts, and it is usually because they are fighting these principles with their rational minds. They believe in the way things **should** be, not the way things really **are**.

- *Relationships should be built on trust*
- *That's manipulation!*
- *You're tricking a woman into sex!*

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They imagine this paradise where no one plays games and everyone loves each other for who they are. They keep telling me the way it *should* be, not the way it *really is.* They don't understand that our rational abilities to decide what relationships and goals we want have only developed in the last couple thousand years. For many millions of years of evolution, we were about as sophisticated as your garden-variety chipmunks when it came to mating behaviors. So don't believe for a minute that your basic responses to behavior are solely commanded by your rational mind. They are not. You have eons of evolution that dictate how successful you can be with women. These translate into concrete skills and attraction behaviors that can be observed and **learned**, not left to chance.

I will also say that I do not condone "head games." These are the directly manipulative games of the mind that really amount to trickery. The women have their books on "The Rules" and "How to Attract Rich Men." We are going to learn the principles that go even deeper, and will give you even more concrete success with seducing women.

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SEDUCTION: A Definition

Seduce:

- *To induce to engage in sex.*
- *To entice or beguile into a desired state or position.*
- *To win over; attract.*

Seduction:

- *The act of seducing.*
- *The condition of being seduced.*
- *Something that seduces or has the qualities to seduce; an enticement.*

These are some of the typical definitions I ran across while researching this topic. The common root words that "seduction" is based on meant most literally "to lead astray."

Now, I hope you can see how the word "seduction" is highly charged in our language. The word itself has more connotation than definition, implying that you are manipulating or deceiving someone by seducing them.

There are many kinds of seduction. You are being seduced at every turn in our world today. The media seduces you all the time, but you're mostly unaware of it. The advertising that companies create is designed to seduce you into buying their products, and a great deal of the time (more than you would be willing to admit) these seductions **work**. You follow up these emotional decisions (that they've helped you to make) with your own logic later on so that you don't have a case of cognitive dissonance. (Cognitive dissonance is where you have a certain image of yourself, and you struggle to reconcile any challenges to this self-image.)

Are you aware, for instance, that television advertising is actually created to be *more* effective if you are **not** paying attention to it? They make it subtly suggestive to your mind so that the key messages ("Cleans better!" "Works the best!" "Tastes

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great!") slip into your head below your conscious level of awareness. Commercials are even engineered to be louder than the television shows they're put in so that they reach you harder and faster, before you can mute the sound.

As you can see, seduction has many places in our society. For the purposes of this book, however, we are going to define it this way:

The plan for *letting* a woman have sex with you, over the course of one or more meetings.

In the end, that's all it really is. You're going to help her overcome her natural defenses so that she will **willingly** jump with you into bed.

You are forging an intimate connection between you and her, which will actively exhilarate and stimulate her brain (and eventually her body) so that you both can enjoy the pleasures of sex. Once she gets to this point with you, it's a mutual benefit.

Remember: A woman is **not** attracted to you based solely on appearance. Your looks are definitely not what will get you laid. They can help with *initial* attraction (and sometimes they can actually work against you if you're really good looking.) But her attraction for you is in direct proportion to ***how good you make her feel***.

Seduction is not magic!

Seduction is only a developed set of skills that allows you to get a woman to overcome her own psychological defense mechanisms and get her into bed.

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Seduction is, at its core, a game. A highly pleasurable, and exciting game of interaction between the sexes. When you learn how to play it, and play it well, you will find that when you win, she wins, and vice-versa. You share your pleasure. On the other hand, when you **lose**, *she* loses, because no one is able to enjoy the fruits of victory.

Use this understanding to drive you toward committing **The Seduction Method** to heart.

Think of a time when you knew and believed in something so completely that you couldn't stand the thought of **not** proving it to your friends, or your family. You went to outrageous lengths to make them understand, and in the end, you probably won. Maybe it was something you saw on television that they didn't believe. Whatever it was, you had an incredible power of belief behind you. You *knew* you were right.

When you can take this kind of conviction – that you have something incredibly valuable for her to indulge in – and communicate it to her, you will be able to present your seduction convincingly and successfully. The best salesmen believe in their products. The best ministers believe in their sermons.

Seduction Strategy: Seduction is a Billiards Game

I'm sure most guys out there have played pool at one time or another. (Some people call it billiards.) If you remember back when you first started playing pool, you didn't have the skill to do trick shots or anything cool; you just wanted to be able to hit a shot in that you *intended* to make. Once you got to the point where you could plan and aim one shot, and you could put the balls in the pockets consistently, you realized that there was a new strategy you had to learn: After this next shot is over, you have to have another shot lined up after it. If you didn't plan out the next shot in advance, you'd sink this one ball and wonder what the heck to do next. You realize that you weren't thinking out well enough in advance. To win the game, you had to plan ahead.

In some circles, this is called a **planning horizon**. Your planning horizon is how far you're willing to think things out, and it's a major indicator of your overall success in the long run. Those people with the longest planning horizons are consistently more successful than those who only think out to the next few hours. For example, 90% of the people in the United States retire broke. They reach the age of 65 with nothing more than their company pensions and Social (in)Security to live off of, with no savings

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or investments of their own. Those who plan and invest in IRAs and 401K programs now, while they're young, will retire with financial security. Think ahead.

In seduction, as in many games like pool, you must be thinking several steps in advance, like a chess master planning his moves. You know what her possible reactions are going to be in advance, and you plan for each of those eventualities. You prioritize them based on how likely they are to happen, and you plan accordingly.

For example: You're at a bar, talking with Donna Delicious. She takes a cell phone call, and you hear little snippets of her conversation. It sounds like she's talking about meeting up with her girlfriends later on that evening, probably at another bar. She smiles and mentions to her friend that she's talking to a guy (you), and she ends the call with "See you around 9:00, then. Bye." The inexperienced seducer would hear this and be discouraged, realizing that he doesn't stand much of a chance with Donna if she's going to hook up with her friend in the next hour. He might even pull back a bit, deferring the game plan back over to her. After all, why bother? She's just meeting her friends later.

You're an expert at this game, however. You know that once Donna meets up with her friend, you're going to have an uphill battle. (Female friends will block your seduction success.) You need to plan to keep her away from that meeting and with you instead. You check your watch: it's 8:10. This means you have fifty minutes. You think about how to accelerate your seduction with Donna. Then, you also realize that you have a backup plan: If things don't work out with keeping Donna from meeting up with her friends, you still have a chance by getting her to take you along with her, and then you can meet her friends there. (This is known as using her as a "pawn" or a "pivot" – a person who can network you to other women and make you look good because of social proof. We'll cover these concepts later.)

The further you can think out and strategize, the more successful you will be. Plan for the worst, but hope for the best.

Seduction Strategy: Get a Dog

This may sound like a strange seduction strategy, but one of the best things you can do to improve your sex life is get a dog, if it's within your lifestyle and means. (You can have a cat or some other pet, but a dog is the best companion for guys that I've found.) If you have a pet that you can care for and dote upon, you will have an emotional cushion to help you through the dry periods. The value of their

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companionship will offload a little of the urgency men tend to put on their relationships with women.

Another reason a dog is a good idea is that it is a great conversation starter, as well as an easy way to get women to come up to you. They all love the chance to pet a friendly dog. (So don't choose a breed that is too intimidating or aggressive, such as a Pit Bull or Doberman.) I can't tell you how many women I've been able to bring back to my apartment just to meet my dog.

It's easy to get a little lonely from time to time, and it's perfectly natural. A pet can be a great buffer against the uncertain ocean of seduction.

Seduction Strategy: Get To Work

There's an old saying:

"Everybody wants to go to heaven, but nobody wants to die."

That's just one way of saying that everyone wants the goodies in life, but they don't want to have to pay the price to earn them. I'm here to tell you that ***everything*** good in life requires work. If you're out there just looking for a free ride, I'll see you at the bottom of the heap in a few years. Quick con artists come and go, but the real Players and Seduction Masters all put in their time to develop their skills through practice and refinement.

This shouldn't disappoint you at all. The best part about this equation is that if you **definitely** put in the effort, you will **definitely** get the results. It's a Universal Law that cannot be broken. The only people who fail in life are those who don't persist and put in effort.

It's not like this is really hard work, guys. Come on. Just go out there and **talk to women.** *That's all it really takes!* You won't get hurt, and you can only get better. As long as you keep learning, your ability only improves. How great is that?!

So don't expect overnight success, but it *can* happen if you absorb this material well, understand it, and practice it. I've talked to guys who have made drastic changes in their methods after learning this information and *everything* turned around for them. Most guys who are reading these concepts for the first time, or are new to the game, will take a little more time, but they **will** see results. I'm sure of it.

100%.

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You know how I know? Because this is *exactly* the same stuff I use when I meet and seduce women. I'm not throwing out concepts that I've never tried. This is **all** based on real life experience, from me and many, many other men. You're getting a crash course in the best subject in the world: **Women**.

So get to work!

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SEDUCTION: Psychology

There are some critical concepts you must understand when you set out to seduce women, and they relate to some universal human needs and behaviors. I'm explaining these with the assumption that knowledge of them could be abused, but that you would never use them to manipulate or coerce a woman. These principles will help you see how you react to women, as well as how they react to you.

PRINCIPLE: Find The Fun In It

Nothing will burn you out quicker than trying to go too far with women too fast, and feeling like the process of seduction is more a chore than it is fun. You have to keep this from feeling like work.

Unless you're one of the rare few people who enjoys his job, you probably don't wake up with a whole lot of enthusiasm for getting ready, commuting to your office, and slaving through the day to five o'clock, or whatever time you get done. All through the day, I'm sure you find ways to break the monotony, even if it's just shooting the breeze with a couple guys over a coffee. We always find a way to make it fun, without quitting. If you don't, you go crazy.

Keep this process FUN – at all costs. If you push too hard, or make the Method feel more like work than play, you will not be rewarding yourself and working agains reinforcing the right habits. You'll get burned out in a couple weeks and start to hate women. And nothing will destroy your game quicker.

If you have to, set very low goals to start. Maybe this week it's just getting a couple phone numbers from women you run into regularly. Next week will be about getting a meeting with each of them. Start with what you can manage. Small steps.

When each step in the Method that you're working on starts to feel easy, it's time to move up to the next level and challenge yourself a little. Don't expect to read this information and apply it all the next time you meet a woman. You have to build up to it. Arnold Schwarzenegger didn't become a bodybuilding champion overnight. Every skill takes some time to get good at.

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PRINCIPLE: Worry

Guys are prone to worry a lot about what other women think of them, or what will go wrong during their attempts to meet women and get laid. Most of these worries are what hold us back from success in seduction.

There is only one thing to be said about worries:

In a world where death is inevitable, why would you worry about anything?

The ultimate failure isn't that we won't succeed – it's that we won't have tried *enough* before we die. It sounds grim, but it's reality. No failure with a woman will kill you, so you have to learn how to put your worries aside. When you feel worried or anxious about a seduction situation, it's only because you haven't learned enough. If you have a problem taking it from a conversation to kissing, you just need new skills to take you to the next level. You learn how to build bridges between each stage.

There's no cure for birth or death, save to enjoy the interval.

PRINCIPLE: She Always Does What She Really Wants To Do

Have you ever heard someone telling you about how they had to do something they didn't "want" to do? Most of the time this is said after the fact, as a way of disowning their responsibility for doing something. "That's not what I *want*ed." "I didn't *want* to do that."

The reality is that unless there is someone with a gun to the back of your head, **you are doing what you truly want to do.** When you sleep with a woman, you need to understand that *she wants to*. As long as you are not using outright deceit or force, you are both doing what it is you really want to do. If she didn't want to sleep with you, she can always push away and say, "No, I won't."

Women are experts at ducking out responsibility for their actions. (Many men are, too.) They have a superb technique for doing this, and it's called the "I don't know what I want" tactic. You see, a woman will avoid committing herself to telling you what it is she really wants for as long as humanly possible, because that gives her a blank check to do whatever she wants. After all, if she doesn't *know* what she wants, how can

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you hold her responsible for any kind of error? Indecision leaves her options open, just the way she likes them. When you never decide what you want, **anything goes**.

She can dump you because she "doesn't know what she wants," and that's okay, because she just acted out of ignorance.

Pretty lame, huh?

I suggest you allow yourself this kind of flexibility in your seductions. You can pursue this goal of sex with women without having to commit yourself to any one, and there's nothing wrong with it. Many guys fool themselves into thinking they "want" a long-term relationship with a woman that sleeps with them because that is what they supposedly "want."

I'm here to tell you that *most people are running around, acting at random in their lives, without knowing what they want or the results they desire*.

And it's equally okay for you to not know if you want a steady monogamous relationship.

You have decided that, by getting this Seduction Method, you want to be able to sleep with women. Let **her** make her own decision about what she wants. Let go of any guilt or shame you may feel about going after what ***you*** want.

She does what she does willingly. We are not puppets. Everyone does what he or she **really** wants, whether they say so or not. If they wanted something else, they would have **done** something else. So there's *nothing wrong with sleeping with women*, as long as you do not deceive or intentionally cause her pain.

PRINCIPLE: Pain/Pleasure

This is the ultimate human motivational mechanism, and the most basic. It explains the reason that most people aren't more successful with women, too, because if they were willing to take a small amount of pain, their pleasure would multiply ten-fold.

If there's one understanding about our mental processes that you absorb, it's this:

People seek those things that give them pleasure,
and work to avoid those things that cause them pain.

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When stacked beside each other, we are more motivated by the fear of pain than the promise of pleasure. There are many reasons for this:

- We understand and believe in the consistency of pain more than that of pleasure. For instance, you know touching a hot stove will cause you definite pain, but you don't know for sure that a given action will always produce pleasure.
- Pain is hardwired at a basic, instinctual level, and pleasure is a more rational construct. You had to understand pain back in the caveman days, or you'd sit around with your hand in the tiger's mouth wondering, "Ugh! What do I do?" Pleasure is defined by you, on the other hand. Pain is more universally understood; we define pain in very similar terms, but pleasure is very subjective and discretionary. This probably evolved from the fact that pain can be a threat to survival and had to be recognized and responded to quickly.
- Pain is more concentrated, potent, and vivid, while pleasure is more diluted. (The only pleasure that comes in a blast is the orgasm. No wonder we're always in search of the next one.)

For some, the loss of pleasure **is** pain, such as in the case of addiction and addictive personalities – and most definitely in relationships. Something to remember is that in today's society, most people's tolerance to pain is **extremely** low. We've become a lot more soft and sensitive to both physical and mental hardships. The good news is, if you're willing to endure a little more pain than most people, you will almost always excel past your peers.

Sex and the relationship drive is the only case where I think pleasure returns to any primal status and gets on an equal footing with pain, and in most cases become two heads on the same serpent. Here is the one place where the promise of pleasure (the touch of a woman's body, catching her eyes, being inside her) can pull on you with equal force with the threat of pain (loneliness, rejection.)

What you have to do is to use this principle to bring more pleasure to both you and the women you seduce. You never have to threaten with pain, since this is implied in the absence of the pleasures we offer. A woman will know that to turn down your offer of a fun, exciting get-together is stupid, and she will not risk letting you giving that pleasure to another woman.

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What causes opponents to come of their own accord is the prospect of gain.
What discourages opponents from coming is the prospect of harm.
- Sun Tzu

PRINCIPLE: Scarcity and Appreciation

Human beings appreciate what is rare. Diamonds are worth money because they are relatively scarce. Paintings by dead artists are valuable because there will never be any more painted by that person; there is a fixed quantity of their work available. In essence:

We are hard-wired to want what we cannot have.

Another important part of scarcity is the **perception of scarcity**. If you have to work hard to get something, it is appreciated more. Simply because, if you can't get it easily it must be rare – and therefore it has *value*. Think of all those popular Christmas toys that sell out each year. Every parent sells their soul to get one for their kids, and the stores raise the prices accordingly. The toys are scarce, and you pay the price.

You're familiar with the "rich kid" syndrome. We'll use Stevie as an example. This is the kid who was born into a family with money, and his parents gave him everything as a child (probably under the misguided notion that they can give him a better childhood than theirs by spoiling him.) Stevie gets a BMW for his eighteenth birthday. Whenever you ride in it, the car is always dirty and never kept up, hamburger wrappers and trash all over the place. The oil is never changed, and the car never gets a tune-up. Stevie proceeds to wrap this nice car around a telephone pole a few months after he gets it. The whole time you shake your head at what an idiot he is.

Stevie didn't appreciate his car because it took no effort or work to **get it** or to **keep it**. It's the same thing for seduction and you, my friend. If you do not make yourself hard enough to get with the woman you are seducing, you will be taken for granted. If she thinks you're common, she'll treat you common. And if you treat yourself as if you're rare, she will too. It's human nature, and you cannot argue it away.

This is the entire psychology behind the female ploy of playing hard-to-get. It works, and it works ***every*** time. She has to feel lucky to be with you. Perception of

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scarcity (and value) can be controlled, and it's up to you to control your perceived value in the stock market of seduction.

Here's how you drive this perception up:

PRINCIPLE: Reduce Your Availability And Increase Your Perceived Desirability

You cannot appreciate that which you get for free. *Your* time, *your* energy, *your* whole *fantastic world* must have a price of admission for her to pay, or she will never adequately appreciate you or understand the threat of losing you.

Also, resist the urge to reassure her when she seems uncertain. Men tend to misinterpret a woman in the ecstasy of uncertainty as needing assurance that the man will be there or is interested in her. The man then proceeds to tell her everything, hoping that if he reassures her enough, she'll fall in love. It works in exactly the opposite way. You don't tell her anything.

Remember: The more you make things definite and certain for a woman, the less mystery and wonder you leave her with, and you will reduce her attraction. Only an extremely insecure woman needs to be reassured constantly.

Confidence kills excitement.

PRINCIPLE: Female Attraction

Women feel attracted to men for reasons that are not logical. As the saying goes in sales, buying decisions are made emotionally first, and then backed up with logic later. A woman will not look you over, tally up your positive qualities, and then decide that she wants you. It doesn't work that way.

She wants you because of behaviors that you exhibit that arouse her interest, excitement, and attraction at a primal level.

It's your job to be on good behavior, demonstrate these attraction qualities, and stay just far enough away that it gives her room to take action on her attraction. This

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doesn't mean she'll be hunting you down and begging you for sex (although in some cases, when you get really *good*, this will happen in a seduction). You're still responsible for initiating and taking action, but she will now be in a place where those advances are hoped for and welcome, and she'll seize them when you put them in front of her.

PRINCIPLE: Physical Size And Trust

One important and often ignored element of balancing out a woman's attraction and trust for you is to adjust your approach to your physical stature. Now, guys come in every size imaginable, and every build. One thing that is usually fairly consistent is that the woman is almost always smaller than the man. She will always have a need to feel safe around you since you are almost always capable of physically overpowering her. This is part of her need to feel trust for you. This also figures into her trust mechanism, because women are also hard-wired to desire a strong man they feel can protect them and any children. However, this doesn't mean that you have to be a powerful man to attract women. It's only her perception of your power, i.e., your self-confidence that communicates this to her.

You can be fairly small in build and have no problem with women. In fact it can often be slightly easier for you because of a lower intimidation factor. Women hear all the time about rape and physical violence against women, and they are much more educated (and, unfortunately, a bit more paranoid) about the danger of certain men. I have a very lean and thin build, and I know for a fact that this lets me slip by many women's radar easier than a large, imposing guy might.

The point of this knowledge is that you may have to adjust your approach slightly to accommodate your physical presence. If you're a small guy, like me, you have to come across stronger in personality and self-confidence. If you're a larger guy, you need to lean back a little and not be too physically overpowering. The most effective strategy I've seen is to use the "big teddy bear" method for large men. A jovial and relaxed personality is much more attractive in a big man. For smaller guys, the "I'm a lover, not a fighter" approach works well. This doesn't mean that a big guy should act all wimpy and weak, nor should a thin guy act aggressive and threatening, but you'll have to flex your personal style to adjust to your appearance for maximum effect. You'll notice that all the "Latin lover" stereotypes in the movies (like "Don Juan DeMarco") represent the suave seducer as being the "lover not a fighter" type. They are rarely gruff, aggressive, hulking men.

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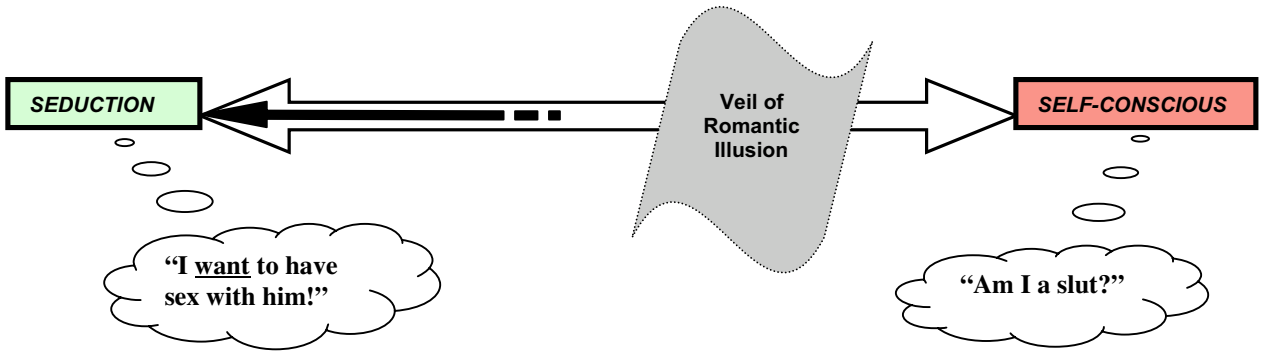
PRINCIPLE: The Slut Complex

Women ***never*** want to feel like they are being promiscuous, or easy with sex. They have been conditioned since birth to guard their sexuality as if it were the Holy Grail. You have to respect this internal limit of hers if you want to be successful in seduction.

If you're in a public location, you have a limit on the activity you will be able to engage in with a woman. Usually this is limited to kissing and over-the-clothes touching. Once you are able to get her to disregard judgment by outside observers (usually by disconnecting her from her friends) you will be able to move to completing the seduction.

Think of what's going on in her head as you move with the Seduction Method. A woman will be battling two forces in her head:



If you go too hard too fast, she will become aware of the self-conscious end of her image – wondering if she's a Slut. If you move too fast, you'll break that Veil of Romantic Illusion she needs to allow the excitement to guide her closer to you and the seduction.

Think about what you would be thinking about if you were out with your friends, deep kissing a woman at a restaurant while your mother was watching. You'd be self-conscious, too, wouldn't you? That's how a woman feels when she is in public with you. She feels the judging eyes of others on her, and she's conscious of what they think about her.

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There are two faces to every person, and one is the side where we act on our desires and dark thoughts, the other is the polite face that lets everyone know we're "good." A woman has these all of these faces, and she is terrified of showing people the side of her that wants the things that other people tell her are forbidden.

Keep that Veil Of Romantic Illusion up, at all costs. There are only a few times when it can be dropped, and they are only after you are making love to her, not before. Only when she caves in to her desire will you be able to stop pretending that you're not interested in sex.

There is a barrier in our heads between who we think we are, and who we are by virtue of our actions. Everyone thinks they are essentially a "good" person. When we are faced with the knowledge that we are not who we think we are, we suffer something of an identity crisis, which shakes the foundation of our being. (A little of that Cognitive Dissonance I spoke of earlier.)

You must learn to challenge a woman in such a way that you never push her past this barrier in her head. If she feels she's giving in to your seduction too soon, too fast, she'll slam on the brakes, worried that she is becoming a "slut."

PRINCIPLE: Her Program is Set – Delay Time

There is another important element of her Slut Complex that you must acknowledge right now. A lot of guys go into seduction as if they can positively seduce ANY woman, at ANYtime, and that's just not realistic.

There is a hard-coded program in a woman's mind that keeps her from acting in conflict with her innermost beliefs about herself. It's her programmed **delay time**, and it determines *how long she will wait to sleep with a man*. If she's decided in her mind that she is **never** going to sleep with a man on a first date, or if she has some real trust issues, you are probably not going to be successful in sleeping with her on the *first* date. That's just life, and you have to accept it. Once you've figured this out, you may choose to move on to another target and try to find one with a more flexible delay time.

However, any woman can and **will** go to bed with you after their delay time has elapsed. She might be able to justify it after two meetings, or three dinners, or two weeks. It could be time-based, or it could be frequency-based. Most women have some set time period that they want to elapse to avoid the Slut Complex from kicking in.

If you realize this now, you won't be as frustrated when you run into a roadblock. (A roadblock is different from an obstacle – you may not be able to get

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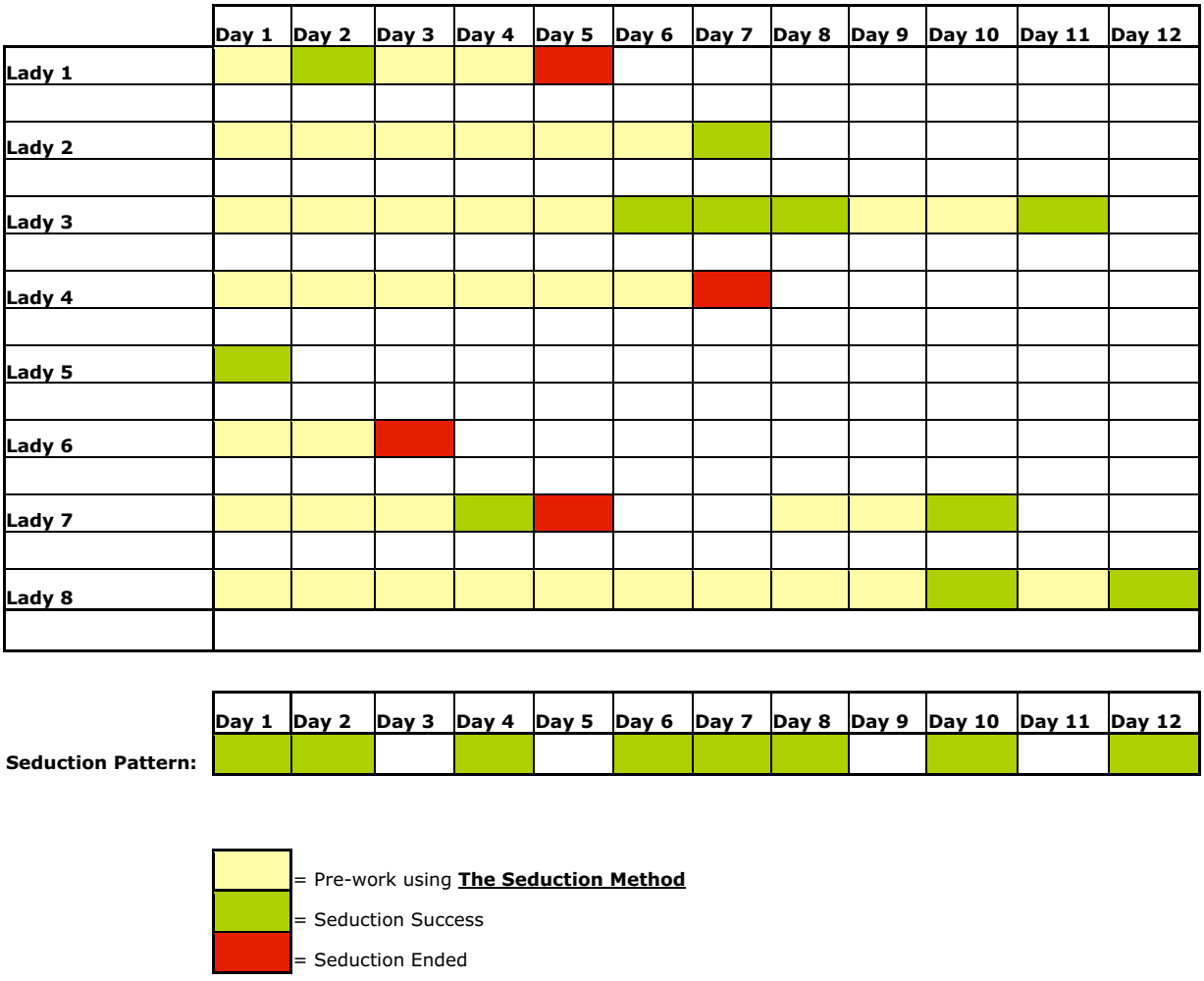
around her block. You must accept it and either choose another destination, or another route to the target.) You can shorten the delay time by a great deal if you will work toward getting her to feel the magic of your seduction skills, increasing her interest, excitement, and attraction as far as you can.

PRINCIPLE: Line Them Up and Knock Them Down

The best seducer knows that going after one-night stands is exhausting and frustrating. You'll probably burn yourself out faster than a NASCAR racing engine at redline if you keep that up for long. The best strategy is the "waterfall" technique. To explain this, here is a graph of your seduction work during a twelve day period:



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If you let each column of the seduction attempts for each woman "waterfall" down to the bottom, where it shows the overall seduction pattern, you've got consistent success along the way. This takes into consideration that some women have a longer Delay Time than others, as well as the women who might come back into your life, like Lady 7. Some will keep on burning hot and long, and others will just fizzle out. None of it means anything if you can look at the ***big picture*** of your seduction strategy. Line them up, and then knock them down. You have no way of knowing in advance which ones will be interested in what you have to offer, so you can only be consistent in elevating their arousal when you're with them, and moving progressively forward at each step.

The waterfall principle also works on another level, and you should be able to use this in your seduction method as well. When you use a lot of different methods to meet women, you'll find that you will build a pipeline of prospects. Some guys stick with just one method of meeting women – the one they're most comfortable with. But you need to use many to increase your success. It's the same as it is in sales. You work from several different prospecting pools and you will see your success rate increase. The more people you see, the more you sell. The more women you meet, the more sex you will get.

Tap into as many methods of meeting women as you can work. Go wide and go deep, as the saying goes. Here are just a few of the possible methods of meeting women you can use in your method:

- Singles bars
- Dance clubs
- Personals (newspaper)
- Online personals
- Online dating services
- On the street
- At work
- In classes
- At the gym
- While shopping
- On the train/bus/at the bus stop
- At the coffee shop/restaurant/video store

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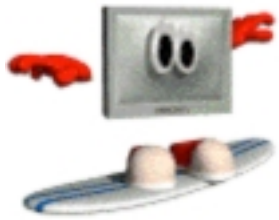
- In lines
- On vacations
- Dance classes
- Events/parties
- **ANYWHERE YOU SEE A WOMAN!**

I emphasize that last one, because all too often guys put blinders on when it comes to the women they pass by every day. Don't ignore the possibilities offered by the places you may not be used to. Stretch out and think of ways to approach them (and I'll show you some methods in a later section for approaches in various environments).

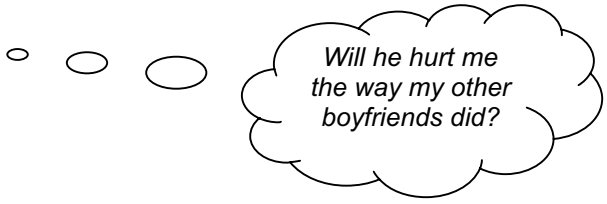


Make sure you get online as soon as you can and setup an account with an Internet dating service. It used to be that only guys used them, but now women are using them like never before. This is one of the best ways to meet women, and more and more women are joining every day. You can practice a lot of your skills in a short period of time. And, you get to learn about her before you even meet her. Online chats are also another way to practice your conversation ability with a woman, and it will lower your intimidation when it comes time to actually meet more women in person.

PRINCIPLE: Defensive Shields

Women come with a set of pre-programmed defensive shields (yes, just like on Star Trek, for the geeks out there like me) that must be brought down if you are to get into her heart. Or, ahem, into *other* areas.

A woman's first consideration is a worry about physical safety and freedom from harm, as I've stated. She also worries about emotional safety:



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Defenses are inherent in **everyone**. We all interact on a certain level of defense – defending others from the chinks and tarnish in our armor of self-esteem. You see this most vividly when people interact in a business setting and egos start to come into play.

Work through your challenges to the goal…

I've found that the best way to overcome the defensive shield posture is to learn how to *genuinely look at things from another person's perspective,* putting your ego aside to really see things another way. This takes a lot of work on your self-esteem so that you can abandon your need to impress others or defend your position. It's not easy, but it is the only true cure for the issues that come up in almost all seductions. You'll be able to see the "why" for almost any situation when you can put aside your own feelings and dented ego armor.

PRINCIPLE: Psychological Posture

Posture is another term from sales and other psychological studies. I'm not referring to your physical slouching (*sit up straight!*), per se. Posture is a very generic term for your overall social presence. It is, when all is said and done, the impression left behind with people after they've experienced you, and it also encompasses your ability to command respect in those you meet. When I say you should have posture, I mean that you need to have the ability to present yourself on *at least* equal terms to another person, their personality, ego, and demands. Women need you to show posture so that they understand whether or not you are someone who is genuinely confident, or only playing at it.

In the world of seduction, it's your ability to feel like you have control over the situations you enter with women, whether this is asking for the phone number, going for the kiss, sexual initiation, whatever. You have to feel like you have some control, and that you won't make as many errors due to insecurity. When you go out on seduction meeting, you need to enter the situation with self-control and assurance. This assurance comes from the deep-seated belief that **you** are the one with the goodies – this woman needs something ***you*** have.

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Posture can be gauged on a scale, like those wide speedometers on old luxury cars. On the far left (near 0 mph) is your total ambivalence (and just a bit of avoidance) to the situation or woman. On the right (where your engine is maxed out), you are hopelessly obsessed, anticipating every waking minute you're not near her. In the middle is a comfortable place for the needle to idle. In this ideal posture zone, you occasionally think about the target, but you know you can also remain comfortably detached from her. At least enough that her casual comments will not throw you off.

Think of how you felt when you knew someone you weren't attracted to had a crush you: Part of you was flattered, but mostly you couldn't have cared less. Think also of how you treated this woman. You were probably cool and stand-offish, not wanting to instigate further feelings of attraction on her part. The ironic thing is that *this only made her want you more*.

The point here is that you should strive to emulate this kind of attitude with **every** woman you relate to. The trick is that you practice this cool detachment with a balance of flirtatious interest, but only enough to give them some doubt about your intentions. That doubt about you is called ***mystery***.

But keep in mind that posture is not just an iron statue of manliness. Actually, your ability to remain vulnerable and flexible is essential to success. The man that is rigid and unbending will break (as the Taoist saying about the reed in the wind.) Balance your firmness with a measure of emotional warmth. The more "real" you can appear in her eyes, the more she will trust you. This is why I emphasize that you do not lie or mislead during **The Seduction Method**.

You'll know you have posture when you have the will to get up and leave ANY situation you happen to be in with a woman if it suits you. You'll be able to pull back from a kiss first, thus leaving *her* wanting more. You'll be able to call her bluffs and tests. You'll be able to turn her down when you think she might be more trouble to seduce than fun. You'll be able to walk away from a potentially poisonous woman, no matter how beautiful she is. You'll be able to turn her down for sex because you have alternatives and options – as well as knowing that *she* wants it more than you do.

Qualification

What is "qualification"? Qualification is a part of your attitude that tells her that you value yourself, and that she is going to be challenged by you.

Let me explain it best through an analogy:

Do you remember high school tryouts? At the start of the year, if you wanted to get on a team, you had to go and put on your shorts, get out on the field, and

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demonstrate your ability to perform for the team. If you could run fast enough, or show enough skill, you might get on the team. Only the best were chosen to join each year.

So, how would you feel about a contest where *everyone* gets a prize at the end? Where there is no exclusive reward for having proven yourself? Would you feel motivated to perform?

You see a lot of this in the "non-competitive," touchy-feely, new-age methods that a lot of children are being brought up in these days. Kids are being taught that *conflict avoidance* is the best route to success. While this can be true in some circumstances, these kids end up going to the extreme and never confront anyone. Everyone's too afraid of hurting everyone else's feelings. We're all desperately trying to avoid any kind of contention. What they don't realize is that struggle is a necessary part of growing up, as well as life itself. You may not want to compete, but the truth is that you have to compete.

Qualification is the way you think of the process of seduction. You have to have a mindset that you are the coach, and these women you're trying to seduce are your cheerleaders coming to try out for the squad. If you let women reverse this situation on you, where they treat you like a lost little puppy looking for love, you'll wind up at her mercy. And your chances for seduction are going to be entirely at her discretion, if she doesn't lose her interest right away because you provide no challenge for her.

You are not there to perform for her. She must qualify for **your** team. What you are initially want to look for is:

- A woman you find sexually attractive
- A woman with a sense of humor and is friendly

You don't need compatibility or almost any other traits, until you decide you want to move her to a more permanent position on the team – and you only do this because she performs well through the season.

Make sure you are qualifying the women you are looking to seduce, and don't let them turn the tables on you.

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PRINCIPLE: Self-interest

We are ruled by self-interest. One of the fundamental traits of human beings is that we are all interested primarily in our own survival and our own lives in general. The more this need is met for us – feeling adequate, worthy, confident, etc. – the more we are able to reach out beyond this shell of selfish focus and attend to others. The truth is that self-interest wins out over altruism and good intentions every time.

This is not a bad thing. You have to have a certain fundamental level of selfishness in order to be able to do anything good for others. Ultimately, those people who can establish a firm sense of "self" in their life, have a much more fully charged battery pack for giving later down the road. They don't burn out and die from martyrdom, and as a result, they give a great deal back to the world.

There's a famous scene in "Wall Street" where Michael Douglas' character, Gordon Gecko, makes a speech about how "greed is good." It's a pretty convincing argument, and there are a few points that are true. In the spirit of his speech, I'd like to propose that being self-centered is good as well. Not to the extreme, but in a way that allows everyone to fully develop his or her sense of self-esteem and self-confidence. If we were all able to raise our levels of self-confidence and drop the need for defenses, we would experience much more fulfillment from our relationships. We would also have much less violence and conflict in society from those at the extreme edge of dysfunction – criminals and tyrants whose own low self-esteem thirsts for power.

A woman's self-interest causes her to behave in certain ways. She looks out for her own safety, first and foremost. She also watches to determine if you will be able to meet her needs, over the short and long term. Will you be a good lover? Protector? Provider? She sees this by the posture and attitude you convey to her, by how convincing and how consistent it is.

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PRINCIPLE: Female Behavior

One common topic of discussion among guys is why women are so concerned about appearances, and how this relates to their catty behavior. First of all, it's generally understood that women dress nice not for men, but for **other women**. So that they can one-up their rivals, who are all buying into a myth of male perfection: Five foot five, one hundred pounds, with legs to her neck and boobs like prize-winning cantaloupes.

I think this is generally true, but needs to be amended. Women do use the "butterfly" behavior to attract men, but it's not in the sense of "Aren't you impressed at how good **I** look in these clothes/shoes?" It is actually in the sense of "Aren't you impressed at how much *better* I look than **other women** in these clothes/shoes?" They are dressing for us and showing off for us, but it's really from their own sense of vanity.

You see, women are catty because *they live in comparison*. Everything they have been brought up with tells them that they exist only in comparison to other women, typically the stick-bug models on the cover of "Cosmopolitan" or "Vogue." So, their concern is not as much on impressing us with their individual looks and qualities as it is with standing out from the herd of *other* women. I suspect this also ties to other behavior, such as their panic-inducing question of "Do I look fat?" They're concerned about how they look, not because they're worried about failing to satisfy their man's ideal, but in relation to how they look compared to other women. This should help you in addressing women's seemingly neurotic questions by phrasing answers the way they **really** want to hear them – not the way they are asked. A woman doesn't know how to speak to her true fears and insecurities. She asks you questions that are only partially related to her real emotional currents.

Your answers to her, however, should always say that there really is no other woman that compares. (But deliver this with just a *hint* of doubt …)

PRINCIPLE: Words and Actions

Equally important is that you need to pay attention to a woman's actions, **not** what she says. Her words will tell you facts, things about her and her life, etc., and those are reliable – for the most part. She's actually giving you indirect clues. Very often, a woman says one thing, but means another, and that is precisely why:

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You must only believe what you see and feel, *not* what you hear.

For example, a woman tells you she thinks you're very cute and she'd love to get together with you sometime, but she won't give you her phone number. What is she really saying? Her actions are doing the talking: *She isn't attracted or interested enough in you.* If she were, **she would give you her phone number**. Only a woman with low trust and attraction would refuse to give you her number. The only time a woman refuses a man her phone number is *when she doesn't want to talk to him again*. Think about it.

Learn to stop listening to women at a certain point and simply **watch what she does.** Her actions are reality. Her words are not reliable. She just can't help saying what she does, because she only wants to avoid hurting your feelings. That's why women don't just tell men "no, thanks" instead of inadvertently leading us on.

What she is speaks so loudly that you can't hear what she is saying.

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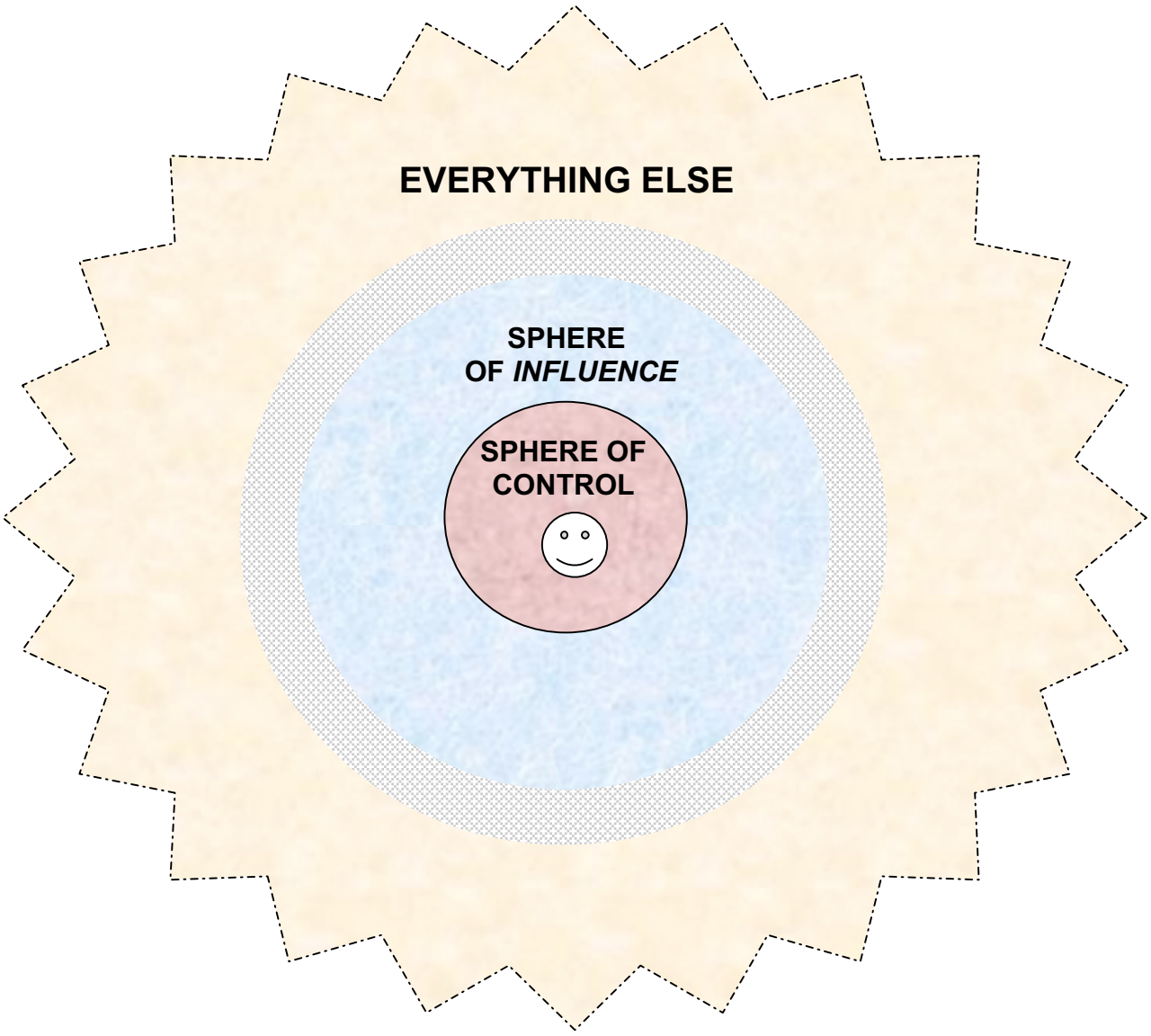
PRINCIPLE: Sphere of Control vs. Sphere of Influence

There is a concept that you must understand early on that will affect the way that you process your successes and failures. It's vitally important that you understand this principle, because you will be tempted to believe that certain things are within your power to change, while they may not. If you confuse the two, you will be prone to more pain than you deserve.

This is a diagram of your world:



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You are at the very center of that diagram. Everything you can impact *directly* is in your **Sphere of Control**. You control your speech, your motion, and your thinking. (Don't believe all those sociologists who would have you believe that your behavior is outside your control.) You can choose whether or not to go in to work today. You can control the steering of your car. You can control the attitude you bring to every situation. You have a lot more control, in fact, than you may suspect. And your self-discipline – the ability to learn and use these principles without falling back into self-defeating patterns – is ***only*** under your control, and it's also the foundation of all seduction.

Areas you can control directly include:

- The level of your education
- The church you choose to attend
- The time you spend watching television instead of going out to seduce women
- The books you read
- The food you eat

Everything you can impact *indirectly* is in the **Sphere of Influence**. This area includes those things that you cannot directly control, but you can certainly affect in some way. You may not be able to control other people, but you can influence their behavior based on how you treat them and react to them. The Sphere of Influence is where seduction of a woman typically occurs, as you influence her feelings and arousal for you by exercising your Sphere of Control over your own behavior.

Areas you can influence include:

- The value of your house
- The profitability of your company
- A woman's mood
- A woman's interest and attraction to you
- Your physical attractiveness to another woman (exercise, diet, grooming, clothes)

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Everything else that is neither in your **Sphere of Control or Influence** is in the rest of the world. Some things that are not under your control or influence initially can be pulled into your sphere of influence later. For example, a woman's clothes are totally out of your control on the first time you meet her, but the more you become involved with her, the more your opinion and comments can influence what she wears later on.

Things *outside* your influence or control are:

- The weather
- Your age
- Slow traffic
- The color of the sun
- A woman's ethnic background
- Her menstrual cycle

Where most people run into problems in their daily lives is confusing the limits and boundaries of these areas. They do not have a solid line between them (as indicated by the gray area on the picture.) You have to know where your sphere of influence ends with a woman, or you're likely to go insane believing that you failed in a seduction due to your own actions. Sometimes, *even if you do everything right* over the course of an evening, she is just not willing to sleep with you. Don't beat yourself up too hard over it. Simply use your Sharpening skills (detailed later) to review your approaches and techniques and determine where you might want to make corrections the next time. Just don't get too hung up trying to control what you can only influence. And don't think that you can always influence those things that are too far outside your reach.

Equally dangerous, you should not believe that *too many* things fall outside your Sphere of Influence or Control. You'd be amazed at how many things in your life are completely within your ability to control or impact. Many people go through their whole lives, convinced that most of the choices in their lives are already made up for them, and all they can do is go along with the program. For example, a woman controls the sex, but her having it with you is still within your influence. Even the car you drive is in your control, because you can choose to go out and learn the skills that earn you more money so that you can afford the kind of car you want to drive.

Don't fall for the mistake that your life is programmed by destiny. There is no fate but that which we make for ourselves.

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Question any area of your life that frustrates you, because those areas are the places that your mind is in confusion over whether you have any control or influence. Chances are, you can influence them. And if you find you cannot, ***let them go.*** You will only cause yourself heartache, fear, worry, and pain by holding on to them *for no necessary reason*.

Do what you can in any seduction, and then move on to your next opportunity. Don't dwell on the areas you have no impact. Focus instead on where you can *make things happen*.

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PRINCIPLE: The Jerk Syndrome

Let's talk about the extreme end of the spectrum - *Jerks*. Why do women respond to and stay with Jerks? Even when they complain about how much these guys mistreat them? Because:

Jerks demonstrate the qualities of high self-confidence without *understanding* it.

How does a Jerk behave?

- He puts himself and his pleasure ahead of everyone else in his life
- He can (and often does) dump women who cause him grief
- He doesn't care what others think of him – he doesn't need anyone's approval
- He doesn't suck up to women or put them on pedestals
- He doesn't let people disrespect him, and he puts people in their place if they do
- He gets angry and shows it
- He isn't afraid of hurting a woman emotionally

The reason Jerks have this success is that they have all the qualities that women respond to. But what makes a Jerk *too much* is that they go to the extreme end of these behaviors, in essence appearing too abrasive, self-serving, and self-centered. There is a middle ground to be had, but it is important for you to understand why these guys are so successful with women. Often times what women describe as a "jerk" sounds so horrible when you hear them talk about it (and where most Nice Guys get the wrong idea, thinking that they need to behave the *opposite* way.)

The truth is, the complaining you hear from women is actually a mixture of:

- A woman's frustration at not being able to control the relationship the same way they have in the past, and
- His truly jerk-ish qualities.

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Look, if it was a clear-cut case of him being a genuine *jerk*, i.e., some asshole no one wants to be around, ***she wouldn't be with him***. But he has qualities that are un-tame-able *and* attractive *and* addicting, so she *stays*. He challenges her on all the levels.

A true seducer is always a gentleman, and the negative qualities of Jerks should be avoided. These are:

- Unnecessary anger or rage (demonstrating a lack of self-discipline)
- Disrespect or insulting behavior
- Abuse (of any kind)
- Intentionally inflicting emotional hurt

PRINCIPLE: The Phases Of Becoming A Seduction Master

Here are the simple steps to becoming a master of seduction. This is the overview of **The Seduction Method**, but not the specific process of the Method itself. We'll go into detail of the actual **process** of seduction in the next section.

1) Prepare for seduction: Be the kind of man who seduces women. Have your world prepared, from your thinking to your physical world.
2) Target and interact with seduction targets: Get out of the bleachers and out on the field. Get in the game. Take each seduction to its conclusion.
3) Learn and build your experience to improve and succeed: Take your successes and your failures to build your belief in yourself and your tangible skills so that you improve every single time.

You don't have to sit down and chant to yourself every night, or change your personality. You just have to prepare, engage, progress, and learn with every encounter, and you will have unprecedented success.

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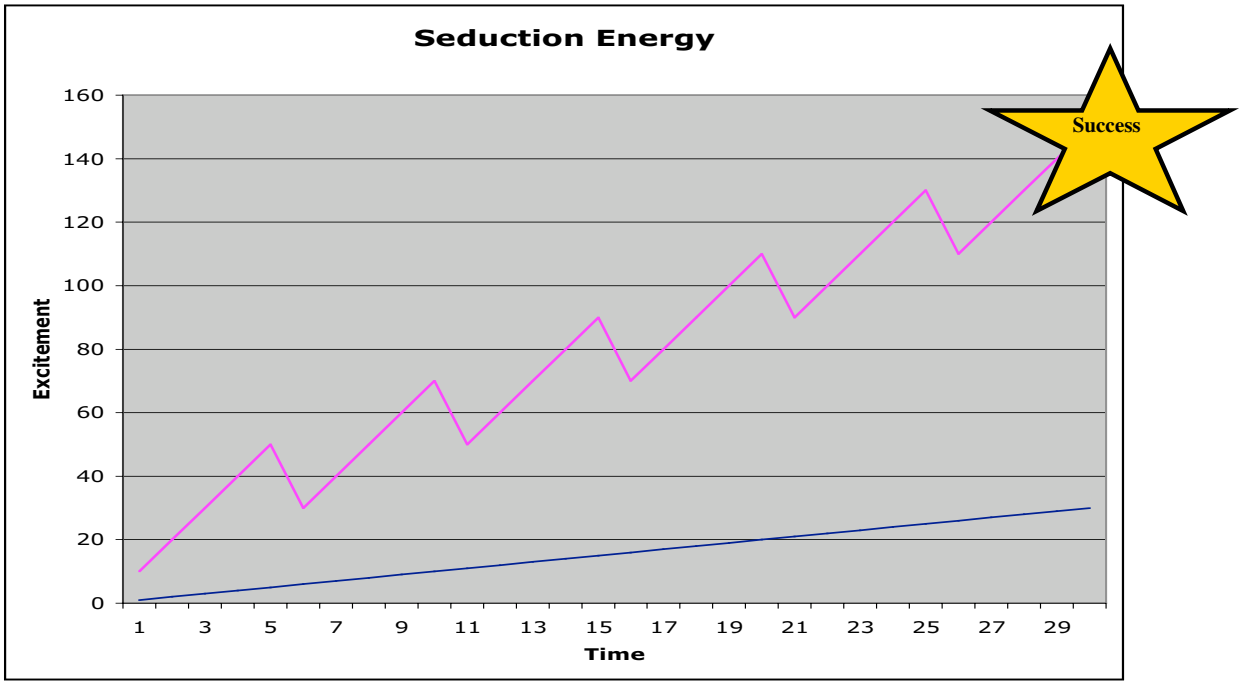
PRINCIPLE: The Seduction Dance

In order to keep a woman feeling an attraction and pulled forward towards you, you've got to be willing to give her some space to feel like she has room to step in your direction. If your seduction is a non-stop assault, constantly coming at her with a steamroller affect, she's going to freak and back off. This is another way to describe the Seduction Foundation regarding escalating excitement. Just like sex, your seduction must move forward to an *almost* intolerable peak of excitement, and then back off for a while. Then, just as she's feeling the emptiness of withdrawal, you bring the excitement back in, and turn it up even higher, before slowing to give her a chance to breathe again.

If you were to represent her excitement level over time in a chart, this is what it would look like:



(*Note: The blue line represents the excitement level needed for "friendship.")

As you can see, you can maintain an escalating level of sexual passion by backing off after you make some progress, giving her some space to want you more, and then renewing your seduction. This time scale is relative, meaning that this pattern

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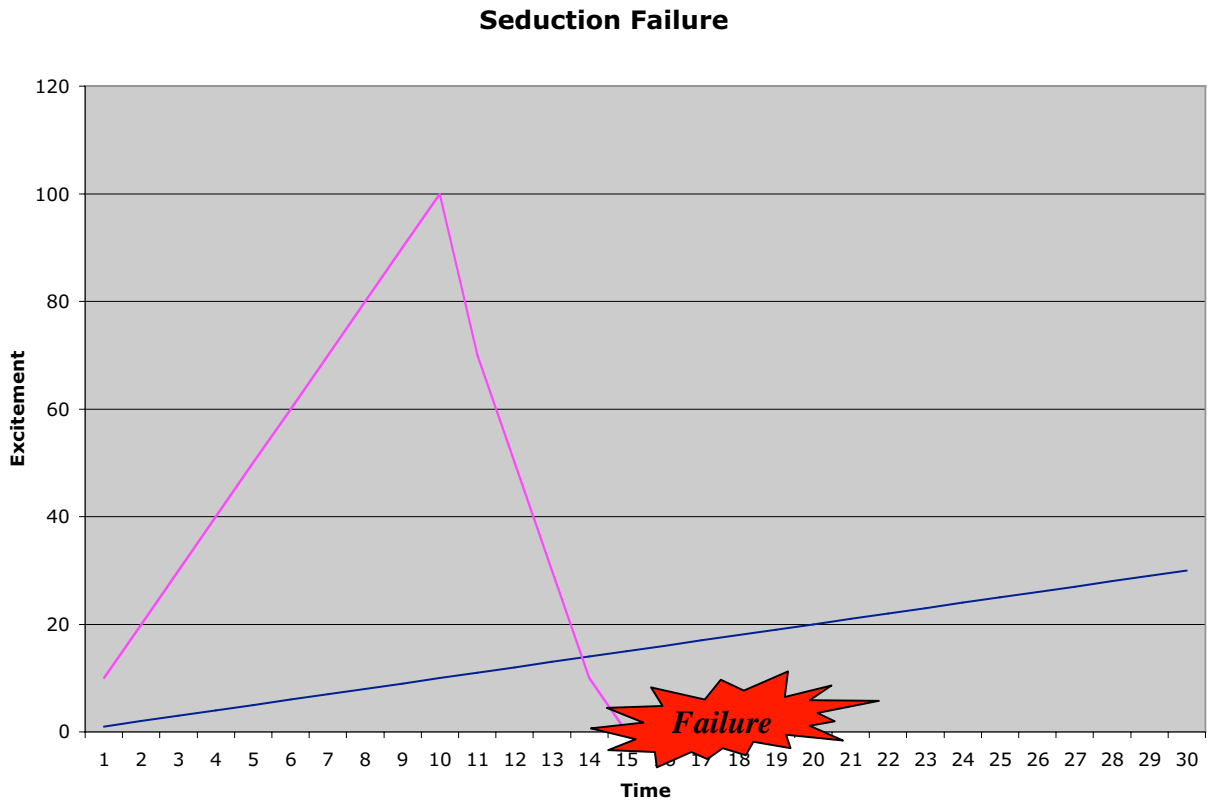
can be done in one night, or stretched out over several weeks. The key is to keep the energy pattern moving as you see it in the graph.

Up, up, up – *back off* – up, up, up – *back off*, up, up… and so on.

This keeps you from overwhelming her and breaking her threshold of excitement where she puts on the brakes. When you've push her too far too fast, you'll have about as much chance of getting her to sleep with you as …

… flying pink elephants …

Here's what a failure typically looks like:



So what happened? Well, this guy went too aggressively at the start, jacking the excitement up to her peak level (around 100 on the graph) and her mental defense system switched over and slammed on the brakes.

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She realized, "Oh, my gosh! If this keeps up, I'm going to have *sex* with him! Then I'll be a slut, because sluts sleep with men too soon. I think I need to stop. I mean, *am I ready? Is he a player? Will he just dump me and hurt me?* I'm not really ready. I better stop this now."

If you move too fast, you overwhelm her. You also ignore that she will start wondering about you if she isn't allowed to take some initiative for herself in the seduction. If she doesn't get to come up for air on occasion, her ability to trust will be inhibited and she'll halt the proceedings.

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Preparation for Seduction

Nobody's a natural. You work hard to get good and then work to get better. It's hard to stay on top.

— Paul Coffey, *NHL star*

The commander must decide how he will fight the battle before it begins. He must then decide who he will use the military effort at his disposal to force the battle to swing the way he wishes it to go; he must make the enemy dance to his tune from the beginning and not vice versa."

— Viscount Montgomery of Alamein

Failure to prepare is preparing to fail.

— Mike Murdock

You must be ready for your opportunity when it appears. It will not knock twice, and it will not even knock at the door you are probably watching. In seduction, it does not even *knock*; it simply waits on the doorstep for a second to be noticed before it moves on.

You need to be flexible, and prepared for opportunity. When one plan doesn't work, you find another. You keep trying until you get what you desire. Nothing is set in stone, and you have to be willing to fly by the seat of your pants a good deal of the time. This may sound intimidating, but it's not. You just learn the essential foundational skills, and then stay adaptable to each individual situation.

The actual strategy for getting laid is unbelievably simple. It's just that so many guys use a simple (but ineffective) approach of their own that: 1) doesn't pay attention

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to their target, 2) never learns from its mistakes, and 3) never approaches seduction with intelligence and guile. As a result, the Ordinary Guy strategy for getting laid almost never works. When it does, it succeeds from pure luck and circumstance. It succeeds *in spite of you* as opposed to *because of you*.

You are going to have to take some risks here, guys. Nothing great was ever accomplished by those who went out and tried to get everyone to like them, or set out to make sure they never offended anyone. It just doesn't work that way. Those who have accomplished the most in life are those who dared to be different. A kite flies higher *against* the wind, not with it. Risk is the name of the game.

We're also not talking about a revolutionary change in your behavior that's suddenly going to make your friends hate you. I'm just telling you that you are going to have to break a few eggs to make this omelet. Along the way, you will probably make a few women unhappy (but fewer than you think.) You're also going to make a great many women very **happy** with you, too. I just want to set your expectations that you may not be able to keep every woman you seduce as a friend. (And you'll be amazed how many women actually prefer it that way. We'll discuss this behavior and how to handle it later.)

Persistence

If there is one quality you must have for a successful seduction it's the willingness to **keep trying**, to persist even when obstacles are thrown in your way. Your target will put up walls of various sizes to challenge you (some are intentional, some are not) and you have to believe that you can overcome them **all**, or you will fail.

To get your goal, you will dig over the wall, under the wall, chisel through the wall – ***whatever you have to do to get to the goal***. And it is by encountering more obstacles that you improve your game and get more women into bed.

Part of her willingness to sleep with you comes from your ability to demonstrate dominant male characteristics – those traits that show her you're a strong, competitive man who is capable of taking care of her. Her subconscious mind also knows that this "provider" capability will also translate into your ability to take care of her in bed. In fact, most of the traits and attitude you exhibit will tell her indirectly how well you will meet her sexual needs. This is why your behavior is so much more important than your words. Women place no real value in words. They believe in actions.

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Self-Confidence

You ***MUST*** have Self-Confidence.

Self-confidence is your projection of yourself and your security. When you have strong self-confidence, you are projecting that:

- You're happy with yourself
- You're not afraid of life or what is coming in the future
- You have a positive attitude
- You know where you're going
- You're independent, not dependent and needy

It all begins and ends here. Self-esteem is a large part of the self-confidence you project, and it's how proud you are to be **you**. It's beyond the scope of this book to attempt to tell you how to repair severely damaged self-esteem, however, you should know that everyone, and I do mean *everyone* but insane egomaniacs, has areas of low self-esteem. This knowledge should reassure you and empower you. After all, most of the women you meet are just as shaky and insecure as **you** feel the first time you walk up to them. That will actually be the part that you will use the most as you work your seduction. Not to take advantage of them, but to demonstrate your own confidence and ability to take control.

As you improve with the techniques and strategies you learn, you will feel your self-esteem rise, and this will fuel your progress as you continue.

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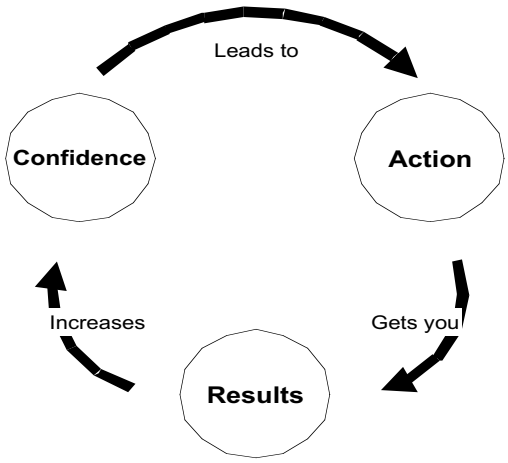

The Cycle of Self-Confidence

(*Reprinted with permission from *The Dating Black Book*)

I'm going to give you a little trick I use to boost my self-confidence before going into any seduction situation:

Sit in your car and put in some music that gives you a lift. I use the theme to the movie "The Rock," as well as the "Gladiator" soundtrack. Sometimes a little Crystal Method is a great boost.

While you're listening to this music, imagine yourself in the role of your biggest hero – whoever that may be, real or imagined. Imagine the sights you'll see, the sounds you'll hear, and the sensations you'll feel as that person. Make your immersion into this image as complete as you can.

Maybe it's you in the coliseum, bringing down every warrior they put in front of you, standing triumphant as the crowd chants your name: *"Gladiator! Gladiator!"* Feel this sensation rushing through your body. Imagine the adrenaline rush and the excitement.

Imagine yourself in the leading role of the next big action movie. That's your picture up there on the billboard for the next James Bond movie, or the next martial arts spectacular. See yourself in that role, kicking ass like the best of them.

After a few minutes of this visualization, you'll find that women aren't quite as intimidating as the thought of unleashing hell on thousands of barbarians. Take your time to really use this visualization skill and it will work wonders on your confidence.

If you feel your seduction faltering, excuse yourself to the bathroom where you can center yourself and pull your game together. Every sport has a time-out for the

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players to refresh themselves, and seduction is no different. Break when you need to plan your next step.

Get A Baseline

In order to properly engage on the battlefield of seduction, you need to review and tally your assets. You need to understand where you stand in terms of your overall appearance.

If you're above average in attractiveness, an 8, 9, or a 10 on a scale of 1-10, you'll be subject to different challenges than, say, a guy who's a 6 or a 7. You may attract a woman's initial interest easier because of your looks, but you will also raise certain defenses as well. She's going to be on her guard with attractive men because she'll suspect you of being a player. (Note, this usually happens when you target women two or more points below your own level of physical attractiveness.) In many ways, lesser-attractive men have an easier time because they can sneak in under her radar more easily.

This is why it's important to get an accurate gauge of your physical endowments. One way to do this is to put a picture up on one of the web sites that rate you from a picture you submit, like on www.hotornot.com. Use this feedback not to shake up your confidence, but to give you a definite understanding of where you currently stand, and what you need to develop to get what you want. (Use this site to help you in determining which pictures and/or clothes make you look better, too.)

Time and again, I'm sure you've heard the same message: Looks don't matter. Well, they do … and they *don't*. They only matter when *you* ***let them*** *matter*. Don't get caught up in the trap of ignoring the obvious, but don't let it hinder you either.

Get Fit

I'm not going to cover much about your physical appearance here, except to say that if you haven't already done so, give yourself a makeover. Here are the essentials for you to review as you go into the seduction arena. Prepare well.

- **Hair**: Get a good, $30+ haircut, and don't let it go too long between haircuts. Get the hairstylist to give you something fashionable and distinctive.

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- **Other body hair**: Get rid of it. Facial hair is up to you, but get rid of nose/back/ear hair. Trim your pubes, too.
- **Nails**: Clip them short. No long nails or dirt underneath.
- **Breath**: Floss and brush **every day**. No exceptions. Use mouthwash, and carry breath mints. Get a dentist clean your teeth every six months. You'd be amazed how many men have rank breath that kills most – if not **all** – their seductions.
- **Skin**: Keep your hands and your lips smooth and moist. You want her seeing you and wondering what it would be like to have that skin on hers. Check your face and ears to make sure you're not dried and peeling. Use a non-greasy moisturizing lotion, such as Lubriderm.
- **Feet**: Trim those nasty toenails and take care of any hygiene issues, like athlete's foot.
- **Start exercising**. Right now. The man that takes care of himself develops an inner power that communicates to women no matter what words he uses. You should start on a very basic plan to get in shape. Exercise does not have to be horribly sweaty and painful. Even walking regularly can keep you fit. Get a subscription to "Men's Health" magazine right away, and a membership to a fitness club as soon as you can afford it. If you can't afford a membership, buy a cheap set of concrete weights from Sears and start working out at home. (When I was a kid, I had no weights, so I tied books to a hockey stick with t-shirts. If you want it badly enough, you'll do what it takes.) Walk everywhere you can go and you'll improve your fitness within a week or two.
- **Start eating right**. Right now. If you want to eat a lot, eat a little less at each meal, so you can live long enough to eat a lot. Your diet affects your energy level, your moods, as well as the direct physical health of your body. Fatty foods and other bad eating will only shorten your lifespan while shortening your belt-span. Reduce your intake of sugars (take a look at how much sugar is in that Coke or Pepsi you drink all day long.) Reduce your intake of caffeine. Eat deli sandwiches instead of fast food sandwiches. Start reading the nutrition labels on food. And read up on the basics of nutrition (understanding how protein, carbohydrates, and fat are used by your body.)
- **Clothes**: Go to a good department store with a female friend that you can trust (and who has good taste.) Have her help you pick out some

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good versatile clothes. Get a balance of colors and styles, and try to get clothes that all work together so that you can mix and match for variety.

- **Shoes**: I probably saved the best for last. Women take a lot of stock in your choice of shoes. She'll notice if you're wearing a beat-up pair of Doc Marten's as opposed to a good set of shoes, so choose them well. And get them shined as often as you can.

There are far better sources for men's style than me, of course. "Men's Health," the magazine I suggested earlier, is an excellent source for nutrition, fitness, fashion, and other advice for men. Magazines are best, since a lot of style and fashion changes so quickly that books can't keep up.

Social Skills

There are some critical social skills you have to develop that will function like motor oil in an engine. These are what I call social lubricants. You need to have a certain level of comfort in dealing with people in general before you will be able to come across with the relaxed attitude that attracts women to you.

The more relaxed and cool you can appear and act, the more a woman will respond to you. If you seem like you're nervous, on edge, or just generally giving off an uncomfortable vibe, women will sense this. She has built-in radar that picks up on any behavior from you (no matter how subtle) that contradicts or doesn't support your appearance of self-confidence. She doesn't even *know* when it happens, but she gets a sneaky suspicion in the back of her head. This voice gives her a weird feeling, and then she will lose her attraction for you. This is why it's so important to stay cool and relaxed throughout the seduction process. You can't reach this feeling or talk to it directly, so you have to watch along the way. Observing people will help you sharpen this skill, too.

In this section, we will cover the areas that you need to develop for better sociability. Men with more active social skills have always had more success with women in general. The good part about this is that even if you don't have active social skills, you can develop them fairly quickly and easily. Every man can. And remember that strong non-sexual relationships (friendships) are also the foundation of a balanced life, since they help you to feel more at ease when you enter a seduction situation. You're just more balanced overall.

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Are you socially IN or socially OUT?

There are essentially two fundamental groups you can divide people into – either introverts or extroverts. Some people think that being an introvert means that you are quiet, shy, and not very talkative, and you probably don't like people very much. They believe also that being an extrovert means you are loud, talkative, and outgoing.

The truth of this is that those descriptions are the extreme ends of introverted and extroverted behavior. An extrovert actually gets their energy recharged from being around people, but they do have times of solitude as well. Introverts actually recharge from being alone, but they also enjoy being around a lot of people. And introverts are not always shy.

You should look carefully at your own personality and determine whether you are introverted or extroverted. (I highly suggest getting and taking a Meyers-Briggs test to see what your personality type is. You can't know enough about your own behavior and personality.) If you're an introvert, you'll need to start working on some conversational skills. If you're an extrovert, you'll need to start working on your observation and analytical skills.

You also need to look at the personality of your seduction targets and figure out which type they are. If she's an extrovert, she'll probably be very talkative and take a good deal of the burden from your shoulders in keeping the conversation going. These are the women that are easy to talk with, sociable, and just make it a lot easier to pick up on.

On the other side are the introverted women. They are much more challenging, because you have a lot of blocks and defenses in your way from getting to their soft center. However, when you do, you'll find that the introverted women can be the most delightful and interesting women, as well as sexually exciting.

You don't have to be a "life of the party" personality to be successful with women. In fact, it can often be a block because most of the introverts tend to pick up on more subtle social behavior than the extroverts. The advantage an extrovert starts with is a more comfortable vibe when in larger groups of people. I believe both extroverted and introverted men have a similar level of anxiety when approaching women.

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PRINCIPLE: Trust

A woman has conflicting forces at work within her at all times, and one of these forces cannot be ignored if you are to succeed in seduction. This force is called **trust**.

You see, a woman will not allow herself to be seduced by you if she does not trust you. She has to overcome her built-in natural mistrust of men (and strangers) in order for you to complete your seduction and go to bed with her.

Women have been conditioned since birth to mistrust men's intentions. Their mothers told them we were "only after one thing," and their friends reinforced this belief, especially from the peer pressure of the other girls. The most important thing to a young woman was the opinion of her peers, and if they thought she was being sleazy or sluttish, this was enough to completely control her social behavior.

This is changing as social and cultural shifts occur, but it is still a part of a woman's upbringing. It's also a part of her genetic disposition to be very cautious about who she has sex with, because sex has always meant the possibility of a lifelong obligation to raising a child if she got pregnant. We've only had reliable birth control for the last 150 years or so.

A lot of guys throw their hands up at the thought of having to gain her trust, knowing that the trust mechanism of a woman takes a long time to build up to sufficient levels. But guess what? There are shortcuts!

You don't need to jump through hoops with a woman to gain her trust. In fact, the one thing you should **not** do is work too hard to try and gain her trust, because this appears phony and insincere to her, and it will actually lower – not raise – her feelings of trust. (The only people who try really hard to get other people to trust them are the people you just can't trust.)

The primary shortcut is that **you make her demonstrate that *she* needs to gain your trust**. Understand that the woman often starts out with the posture of a person who needs to be warmed up and coaxed into trusting you. This is how men are put on the defensive all the time when they approach a woman. She acts a little insulated and distant from you, as if she's trying to remember if she's seen you on an FBI mug shot somewhere before, and then you feel a sense of guilt, as if she might be right. You fell into this trap way back when you first started meeting women, and she knew that she had this control up her sleeve. She's got what you want, so she feels justified in making you prove yourself to her.

Turn it around.

The first kind of interaction you need to have with a woman is a humorous tease. You want to show her that she's dealing with a different kind of man, and she's

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going to have to prove herself to **you**. You tease her and bust her balls at every chance you get.

I'm from the east coast, and one of the hallmarks of growing up there is that you learn that everyone wants to bust your chops. Everybody likes to try and trick you into believing something, or getting you to feel a little foolish for your gullibility. It can seem like a cruel tactic, but it does toughen you up a bit, as well as make you think for yourself.

The best example of busting balls (and the most harsh) is from the movie "Goodfellas." There's a famous scene where Tommy DeVito (Joe Pesci) and Henry Hill (Ray Liotta) are in a restaurant after hours, and Joe Pesci's character stops the conversation in mid-laughter to ask Henry what he meant by saying he was a funny guy. "But I'm funny how? Funny like a clown? I amuse you? I make you laugh?" The situation gets very tense because Tommy looks serious, and by now we understand that Tommy is a bit psychotic. Henry starts to back down, getting a little scared. Then Henry figures out that Tommy is just pulling his chain, and they all get a good laugh. (I was laughing *and* squirming in my seat when I watched this.)

The first time I saw this, it sent a chill up my neck, and it still does. This was EXACTLY how people in my family (and some of my friends) would clown around. This ball busting has a **very** humbling affect. I don't suggest you ever take it to the extreme like Tommy did in "Goodfellas," but you should definitely study the movie to see what the dynamic of this is.

To use this strategy with a woman, you must be much more gentle, but the process is very much the same:

1) You say something to her that *could* be interpreted as serious, but you are really joking
2) You let her think you're serious for a short period
3) You let her in on the fact that you were joking
4) You tease her about it for a laugh (using humor at the end to make sure she doesn't feel like the butt of the joke)

It's a form of teasing, pure and simple. Here's how it looks in action:

Lora: "So what did you do this week?"

Hal: (*Playing it dead serious*) "Oh, I went to a photo shoot to model some new men's underwear. I think they're planning on using me in a new ad in the Chronicle."

Lora: "Really? That's awesome!"

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Hal: (*Laughing*) "NO, silly. Do you really think I'm an underwear model? Well, sometimes I model *women's* underwear. But that's when I'm all alone and the cable's out."

Here's another example:

Maggie: "I'm thinking of renting a car for a drive down to Los Angeles this weekend."

Todd: "You know, I just got my Porsche out of the shop, so you could actually borrow my BMW if you like."

Maggie: "Really? That would be so cool!"

Todd: (Smacks her arm) "What are you, *nuts*?! You think I've got a Porsche ***and*** a BMW? I'm only making six dollars an hour at 7-11, you know. Sure, I have to bust kids for buying beer under-age, but I get all the burritos I want for free."

(Notice how these guys used humor at the end to keep from hurting her feelings too badly. Using humor takes the edge off.)

It takes some refinement to know when and where to stop, but it works wonders with especially attractive women who are used to getting their own way and manipulating men. You want to strip away this pretense as soon as you can, and busting her chops (or teasing her) is how you get there.

Teasing can also be done in a lighter mode, especially important when you've first met a woman. You need to tease lighter at the start, and heavier later on. In the beginning, you can just joke about something she's wearing.

- "So is that a *real* diamond ring? Or is that just a mood ring?"
- "Wow, is that a purse? It's so small … it looks like a pack of cigarettes with a string tied on it. I bet there's no room for change in it, huh?"
- "That's an interesting cell phone. Do you have one of those annoying songs for a ring-tone? Like "The Sound of Music" or something? I bet yours is some Britney Spears song."

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Role Reversal

There is a tease strategy that works wonders with women, and it's called the Role-reversal. The best part of this strategy is that it can be used in almost **any** conversation.

Most women are used to the following stereotypes of men:

- *Men are preoccupied thinking about sex*
- *Men always judge a woman by her appearance and body*
- *Men always want fast sex without any commitment*

If you can reverse this stereotype so that it looks as if ***you're*** playing the female role and ***she*** is the dirty-minded man putting the moves on you, you will appear as a challenge to her. Women love this tactic, and it ***always*** works. Even better, it always comes across as funny to them, too.

The way to joke using the Role-reversal is:

- *"Hey, did you just look at my butt? Is that all you women look at on a man is his backside? What about my **mind**?"*
- *"I'm so shocked you said that! I'm still a virgin, and that is corrupting my family values."*
- *"Hey, I'm not one of those guys you can just pick up on. I'm not easy, you know."*
- *"I'm just so tired of women wanting me for my body. They don't want to get to know me and see what a wonderful person I am inside."* (Do this one with a fake sniffle and you'll get a guaranteed laugh.)

Some things you should remember never to tease her about:

- Her body (any part of it), especially features that stand out
- Her intelligence
- Her friends (their looks or personalities)
- Any area that you suspect might be sensitive for her

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And just to be sure you heard me the first time:

Never – *ever* – insult her.

Remember that your purpose in teasing and busting her balls is to take her mind off of having to trust you. If she's busy proving herself to you, she doesn't need to figure out if she can trust you. In fact, she will automatically start to trust you if you can *avoid appearing like a person who needs to be trusted*. You simply bypass her defenses by ignoring them and driving right by them. (If she doesn't let you bypass her trust concerns, however, because of some specific fears, you may have to stop, step back, and address her objections.) The easiest way to get someone's trust is always to ***assume you already have it.***

Always remember that if she takes offense to your teasing or gets bitchy, you have to walk away. Teasing is a test of her possible seduce-ability. If she can't laugh it off, she fails the test. If she has a low sense of humor, you're going to be in for a *miserable* time of getting her into bed, and if you do, it probably won't be worth the effort. Women who can't take a tease or laugh at themselves are the worst seduction targets.

Seduction Strategy: Social Proof

Social proof is the concept that when a man (or even an idea) is validated by the acceptance of other people, other women will find him acceptable. If we see other people doing something, we accept it as appropriate. This has been proven numerous times in studies of how people react to events. You are much more likely to go along with something if you observe that others have done it, even if there is a question in your mind as to whether it is right or wrong.

The most obvious form of social proof is the testimonial, where you see people on television saying that some product is good, endorsing this brand. You then think to yourself, "Well, if *they* liked it, so will I." Or, an advertiser tells us about their product winning this award for four years running. You've probably seen this theory in action and didn't even know it, when bartenders sometimes "salt" their tip jar by putting a few dollars of their own in first, which then stimulates the generosity of their patrons.

You use this to your advantage when you get a woman to accompany you or otherwise validate you just by approving of you. When there are other people who believe in your validity, it reduces your target's uncertainty about you. (There are even dating web sites that feature only people who have provided a reference from another

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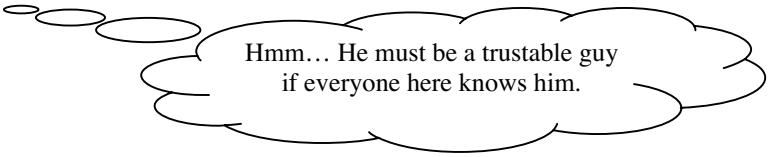
person of the opposite sex.) If you can make friends with the bartenders and wait-staff at a bar or restaurant, you will improve your social proof immensely when you bring a woman there and they recognize you and chat with you for a minute or two. She thinks:



The subconscious conclusion her mind makes is this:

If you are affiliated to other people, you are trustworthy and verified.

If you are <u>not</u> affiliated to other people (or you cannot demonstrate it) you are considered unverified, and you must work to gain her trust.

The other side of the concept of social proof is that if **<u>you</u>** do something (like buy a particular product, or choose a certain hairstyle) and others follow after you, it must be acceptable. (The power of conformity.) You use this concept to your advantage in seduction by doing something first in order to get her to go along with it.

For example: you may be trying to get a woman you've just met to come with you to another bar. If you were to stop and ask her, you give her the opportunity to refuse and to pay attention to the voice of mistrust in her mind. After all, you might be a psycho killer. Instead of asking her, you act by leading and *expect* her to follow.

You call a cab, and tell her to come outside with you. When it arrives, you tell her you're going to XYZ club and you've got some friends meeting you there. You open the door and jump in. "Come on," you tell her. "Let's go." You don't look at her or give her the opportunity to refuse. Chances are, she will get in and go with you.

Social proof is a very valuable concept, one that you cannot afford to ignore while you're working to seduce your target. She will put aside much of her mistrust if you are willing to provide your own validation through some simple strategies. Remember that you came into her world with **no proof** or verification at all. This equates in her mind to <u>no trust</u>. Your job is to shortcut past the long, hard work of proving your trustworthiness, since the normal trust we build is developed only after a long period of time.

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Being Right or Getting Laid

Always avoid arguments with women. You can never win, and even if you do win, you've lost. Women don't want to be made wrong any more than men do, but they have a unique mechanism that prevents them from actually being "wrong." When a man proves his point through logic and rationale, she will prove her point by losing her attraction for you, and not giving you any sex.

Most guys with an ego problem (implying low self-esteem) get into situations with women where they feel they need to prove themselves right, that their social status is on the line when a woman makes an issue of something. They lose sight of the fact that they are not in this to prove their value, but to get laid.

Decide right now which of these two options you want:

1) You get to prove yourself right
2) You get to sleep with her

If you want #1, you can have it by arguing her into a corner. And then, guess what? You **can't** have #2. These choices are mutually exclusive. You can have one, but not the other.

A woman convinced against her will, is of the same opinion still.

If it's more important to you to establish a superior standing by being right, you will alienate women – *guaranteed*. If, on the other hand, you are willing to sit back and let her *think* she's right (even when everyone can see she's not), then you will be infinitely more successful as a seducer.

It's easy to get caught up in a clash with a woman's ego. I once dated a Russian girl who was gorgeous. Her only major fault was that she had an ego bigger than the national debt. I'd met some opinionated women before, but she took the cake. At the age of 22, she thought she was ready for a Vice-President position at a local company. Her arrogant behavior was extraordinary, but I kept my cool and let her think she was right. Every so often I'd put my foot down on something she said that was out of line (which is what kept her interested), but I let the rest slide or we would have been arguing about everything. Eventually, her obnoxious personality drove me nuts, so I terminated the seduction. I decided that no amount of letting her be right would be enough. She either thrived on the contention, or she was just a raving egomaniac. (I tend to believe it was the latter.) I'm exceptionally patient, and I don't let my ego get in the way of anything that I think will eventually benefit me. However, I also knew I had

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to be careful not to let a woman affect my attitude. She was kicked to the curb as soon as I figured out how she was poisoning my well of fun and good posture.

Dominant and Submissive

There are two kinds of men in the world: Dominant and Submissive. In order to seduce women effectively, you **must** be a dominant man. Dominant behavior signals confidence to her, as well as to her subconscious attraction mechanism.

Here are the characteristics so that you are completely aware of the difference:

- **DOMINANT**:
  - Seeks out opportunity
  - Displays self-confidence
  - Pursues his desires and takes action quickly
  - Makes choices
  - Does not seek approval
  - Plans the future
  - ACTIVE

- **SUBMISSIVE**:
  - Waits for opportunity
  - Displays ambivalence, an uncertainty or inability to make up his mind
  - Seeks approval
  - Displays very little confidence
  - PASSIVE

These Dominant traits are what a woman both consciously and unconsciously looks for in a mate. Thousands of years ago, when we were all clubbing our mammoth dinner to death, women knew that the caveman with the most active and dominant traits would be the one most likely to keep her and her offspring alive. Quite simply, it was a process of elimination. The women who chose wimps with submissive traits found out the hard way: *they didn't survive*, and neither did their children. A bad choice

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means that your genes don't get passed on. So the women who chose their mates well (the Dominant men) would survive to the next round. And so on.

Well, we may not need to hunt down our evening meal anymore, but women still carry the genetic desire for men who exhibit these Dominant traits. Don't underestimate how her biology plays into this equation! Just because a woman *says* she wants a man who will play harp with her and share long moonlit walks on the beach **does not mean that is what she will actually respond to**. She says what her thinking mind has been programmed to desire, but her subconscious mind makes very different choices.

A woman is incapable of telling a man what she wants – except by her actions. Whatever you do that a woman *responds to* and *gives you the results you want* is what *she really wants*.

If you want to be successful seducing women, you must learn to ignore what women say and understand what they react to. Otherwise, you'll be eternally frustrated trying to figure out whey they're confusing you. It's not on purpose; they just don't know!

Sense of Humor

If you can make a woman laugh, you've got half the battle won to seducing her. I have personally gotten laid more times because I could tickle a woman's funny bone than from any other tactic. Take the time to study comedy and humor. (Think about it: the type of movie women enjoy most next to romantic movies are *comedies*. Comedians get laid like it's going out of style.) Learn how to joke and kid with women in a way that is non-offensive and playful.

There are different kinds of humor, but there are a couple ways to be funny that don't take very long to pick up and use. The first of these is Humor by Exaggeration. You use this by picking up on something and blowing it up into ridiculous proportions. Here are some examples:

"That's an interesting nail polish you're wearing. Every time you wave your hands, it's like a disco in here."

"So what's up with that dude's hair? It looks like he ran his head through a wood chipper."

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There's the Role-reversal Humor, which is almost a guaranteed laugh. (It's another form of Humor by Contrasts.) You simply take something associated with women and pretend it's a male trait.

"Do you think that my butt looks too fat in these pants? I can't tell anymore."

"Oh, I stopped buying under-wire bras. They kept setting off the metal detectors in the airports, and the strip searches were just too embarrassing."

(Jokes like this also work on another level, because any man who can joke about female situations with familiarity must also have some working knowledge of women. She'll want to know how you acquired your knowledge.)

One area of humor I have **never** found women to appreciate is with jokes and put-downs. Men use these most of the time, in the usual male spirit of competitiveness. I don't suggest that you use them on a woman, however, as they do not respond to them in the same way. In fact, you'll notice that they usually respond to them *negatively*. Keep your joking limited to observations and teasing. Women love jokes about real life experiences, and finding the humor in reality.

There are many books you can get that teach you how to develop your own personal comedic flair. Most of the time, you can get away with just watching a lot of comedy shows and movies and feeding it back to her. Watch a lot of stand-up comedy on cable, as well as the older comedy movies for material.

One particular area of comedy that women love is characters (such as using an accent and manners from another country like England or Scotland), and learning how to embody those characters will enhance your humor. Imitations and quirky characters are a great way to warm her up to you. Use Austin Powers as a fun character to imitate. "Groooovy, baby, yeah!" But not too much, because over-using a character gets annoying after more than a couple times.

Copy and steal whatever you can get hold of. Even stuff from old Wayne's World movies. She won't care where your humor comes from, as long as you've got some.

Note: Don't ever use any physical comedy on her, like the Three Stooges. It is a sure-fire recipe for disaster.

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Work Your Way Up

There are some universal laws of karma – which is to say that what you give to the world will eventually be returned to you. When you start out learning to be an expert seducer, you will find that you will only want to pick up the girls that are really gorgeous. Usually these are the women that rank from an 8 to 10 on a scale of 1 to 10. This is fine, since you will only be truly happy if you aim for a goal that is worthy of your effort. However, don't forget the value in attending to the 1 to 7 women as well. They can be redeeming to a bruised ego if you've been having a losing streak, or just feeling down about yourself. Sometimes, the best thing you can do is to give some of the not-so-gorgeous girls a little action.

There are many reasons for this:

1) You'll be increasing your skills and keeping them sharp by working your strategies out on women that you don't care if you win or lose. You'll let go of your expectations and relax. As a result, you'll have greater success. You'll understand the attitude that is attractive to women by working with test subjects.
2) You'll build your confidence level up when you are able to shoot for easier targets and score. Later, when you interact with the really hot women, you'll be more prepared and more successful. (And a lot less intimidated.)
3) Let's face it, the women who aren't as attractive want to prove themselves, and they're often much better in bed than the goddess-types that just lay there and moan, expecting you to do all the work. You might find that you have a lot of fun seducing women who are not necessarily runway models but can show you a good time. (Some of the worst sex I've ever had is with the best looking women.)
4) The 1 to 7 women can also get you hooked up with some of their more attractive friends. There's power in networking, and you'll automatically be more credible by having this gal as a reference.

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Control Your Thinking

Having the self-discipline to control your thoughts is the core success factor in seduction. If you can't control your own thinking, you'll never be able to follow the Method long enough to get the results you seek.

Stop Daydreaming!

One of the biggest mistakes a guy typically makes, especially if he's not used to success with women, is that he will meet a woman, hit it off, and between that time and the next when they meet again, he'll be daydreaming and imagining all kinds of scenarios with her. He'll imagine what it will be like to make out with her, or sleep with her, or a thousand other things. What all this daydreaming will do is essentially embed her deeper in his mind, making **him** more and more infatuated with her.

This is the wrong way around.

Daydreaming is lethal to seduction. You setup a situation where you've lost control of your thoughts, and *she* now owns them. When you finally do get together with her, she'll be on a pedestal in your mind, and you're not going to want to knock her down. As a result, you're likely to treat her *too* nicely, and never get her attracted to you as a result.

You want this to be working in reverse. This kind of mysterious obsession is what you want floating around in **her** thoughts. When she thinks about you and wonders about you it's like starting a mutual fund investment plan that you never look at until the statement comes, and you see that it went up 18% - all by itself! Even when you're not working on her, she's doing the work for you.

The way to get this working is through planting small mysteries in her mind. I'll show you the "Nickname Pause" later, but your best bet for now is this: Never tell her anything directly about you that you can put off until later. Hint that there's something very interesting about you, but never let her in on the complete information. This is especially effective if done via email (where she can't corner you into giving up too much information) and in between meetings with her.

- "I don't want to tell you all my hobbies, but I'll tell you that you've probably seen someone on television doing one of them. But enough about me – what do you do when you're not hitting on men like me? Are you into any sports?"

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- "I'll be out of the area on Wednesday, taking care of some pretty confidential business, but I should be back in time for us to meet that night. Maybe I'll tell you more about that when we meet."
- "You want to know what I liked about your eyes, hmm? Tell you what, I'll let you in on that when we're sharing that martini you promised me."

Raise questions in **her** head (good questions) and you'll have her thinking about you in between. Keep ***her*** daydreaming.

You need to keep *your* head out of the clouds and your feet on the ground.

Handling Setbacks During the Method

You will run into roadblocks along the way to your goal. It's as certain as the snap on her bra that you'll have a few moments of discomfort and uncertainty. A lot of guys run up against this barrier (what I call a pain threshold) and back away because they don't know how to handle it. The first time you get a few steps closer to a woman, and then she backs off when you crack a joke that she doesn't take too well, you'll feel panic hit you square in the gut. Most guys scramble to save face, trying too hard to make nice with her. *"Gee, uhm... I'm sorry, I didn't mean that. Can I get you another drink?"* It's been hardwired into a lot of guys' mental circuits that they need to get a woman's approval to get sex. This is a fundamental error men make in most seductions.

What you're going to need to do is to teach yourself to get a rush out of these setback situations. It's the same kind of thrill that you get from rock climbing or any other exhilarating sport. You know that you can encounter a new situation and not worry about failure because you're in a harness. You're safe. When you start to fumble the ball a little during the seduction, realize that *she can't hurt you*. And it's these situations that will teach you 90% of your technique and style along the way.

Let's cover some of the likely setbacks you're going to encounter along the way, and find a way around them. (And *every single one of them* can be worked through. Believe it.)

First of all, stay cool at all costs. When a guy gets flustered he starts to lose his head; he starts to spin wildly out of control very easily. You need to maintain your level-headed disposition to make sure that you don't wind up as seduction road-kill.

Let's pretend you've just said something joking about a woman's mother, and it turns out her mother passed away just a year or so earlier. This could seem like a huge

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mistake, and you might be tempted to fall over yourself apologizing. In reality, you couldn't have known this. You just make a simple apology and go on. "Oh, I'm sorry, Wanda. It sounds like you had a lot of feelings for her." And if the topic turns out to become negative, you control the conversation to steer it positive again. (More on this later.)

If you get a woman angry, you will be tempted to backpedal and try to appease her, but this would be a fatal mistake. You shouldn't avoid a woman's anger. One thing you have to understand: **If you can't make a woman mad, you can't make her happy or excited, either.** Getting her pissed at you is *not* going to hurt you. In fact, in many seductions it might be necessary. So don't worry if she gives you an angry response. The most important thing is that you handle it with grace and patience. If you stay levelheaded, you will pass this test as well.

I'm going to share a tactic that you can use to keep the setbacks from hurting you too much, and it's called …

Pain Management

I was snowboarding a while back, and there was a demonstration at the lodge by some Marines to boost enlistment. They had the Marines' hummer there, as well. I noticed the t-shirt one of the guys had on, and the message was brutally honest and clear:

"Pain is the sensation of weakness leaving your body."

That got me thinking about the nature of pain, and how it functions in dating and seduction.

The most important thing for a man to do as he learns how to handle women is to keep his head on straight. Keep your attitude healthy, because that will be the ultimate weapon in this war of the sexes. You must keep yourself on the positive upward attitudes of success. The way you handle your pain in the singles world is critical to your overall success.

How do you view pain?

Do you avoid pain at all costs? Do you find yourself seeking only pleasure and staying away from circumstances that could potentially cause you pain?

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You see, you have to be willing - and even a little eager, as sick as that sounds - to go through a little discomfort to get to your goals with women. Men don't have the built-in sexual instincts that women are brought up with. Women study this stuff every week, from Teen magazine to Cosmopolitan, to know how the game works and how to win. They've always had the upper hand.

Guys just start out at a natural disadvantage in dating and sex. As young men, we focus on being strong providers and enjoying ourselves, playing football and 'reading' Penthouse from time to time. Our sexual education is mostly comprised of a few bad porno movies, or our embarrassed father trying to explain the birds and the bees. (I remember my dad's attempt was pretty awful.)

Women, on the other hand, get busy as soon as they discovered that Ken dolls weren't anatomically correct, and they learn how to collaborate with other women about the drama of their relationships for enjoyment. A woman is pre-disposed to enjoy drama by the makeup of her genes, whereas a guy likes calm and smooth waters.

To get better at the game of dating and seduction, think of it being something like when Michael Jordan decided he wanted to switch from basketball to baseball. Remember how he tried for the major leagues, but he wasn't quite good enough and had to go back to the minors to prove himself? You need to understand that *you* have to go back to the minor league, too. You need to get a few bumps and bruises, and then you can deal with her in the major leagues. (Unlike Michael, you **can** and **will** make it to the major leagues in this sport if you keep learning and improving.)

So how do you manage the pain? First of all, realize that the only pain you feel when you're out there in the "dating" world is *all self-induced*. YOU are the one making yourself feel bad or inadequate 99% of the time. Understand that most women NEVER do the things you are afraid of just for walking up and talking to her, like slapping you or throwing a drink in your face. As long as you're not a complete idiot and don't come on too strong, women will give you a chance almost all of the time. All this rejection you are so worried about is *invented*, and absolutely none of it reflects on you as a person.

So how do you contend with the constant disappointment and mixed messages?

Pain management is your answer.

Set a threshold of emotional investment with women so that you limit your potential pain from them. If you find it difficult to flirt and hit on the ladies because it's too painful, back off a bit. Just say "Hi!" as you pass them on the street. Reduce your energy output so that you don't feel impacted by her response. When you get

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sufficiently recharged, you can then start to risk more contact with her again, and you'll feel more up to the challenge.

Another form of pain management is to ensure that you interpret women's reactions correctly. It's easy and tempting to read too much into a woman's behavior, and even more difficult to not take her reactions too seriously. Remember that while you're trying to get into her bed, you should never try to get into her head. You need to keep your observation of her behavior based only on the results you get. Watch only what she **does**, not what she says. Her actions will tell you what she is feeling, even when her words seem to contradict. If you get caught up in the game of trying to figure out why she didn't call, or why she always flirts with other guys when you're around, you'll create a lot of pain for yourself. Stay as detached from her as possible at the early stages so you can avoid getting misdirected.

The rule for pain management is the same as it is on Wall Street: Only invest as much as you can afford to lose. Too many guys get into trouble by putting too much of an emotional investment out there, and then when they don't get the response they feel entitled to, they turn bitter and angry. Don't make this mistake.

Manage your pain, and you'll be able to stay in the game longer, and your endurance and tolerance will rise dramatically - as will your results. You'll feel your weaknesses around women leaving you with each step you take.

Ego Wall

Here's an extra strategy: To keep your attitude and sense of self and fulfillment up - and the pain controlled – take the opportunity to create a zone in your world to affirm your value. What you need to do is create an Ego Wall.

An Ego Wall is a place where you hang your awards, certificates, diplomas, pictures, plaques, etc. - all the things that pump up your opinion and belief in yourself. On my Ego Wall I've got pictures of me snowboarding, skydiving, my day at a race car school, my college diploma, my martial arts certificates, etc. It's affirming to me, and when other women see it, they understand that I'm not just waiting around on the sidelines of life – I go out and actively pursue what I want. This is immensely attractive to women.

Make yourself an ego-wall to help you through those painful moments in your learning process.

Remember: *Pain is nothing more than the sensation of weakness leaving your body.*

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Misrepresentation

When you start meeting a lot of women, you are going to be given a choice to approach the situation in one of two ways – *deceptively* or *honestly*. Yes, there are shades of grey in between, but you need to be conscious and aware of your intent throughout the whole process of seduction. You may be able to weasel your way into a girl's bed through the use of deception, by lying or misrepresenting your intentions. However, this is not the honorable route to the goal of seduction.

To that point, then, you must not lie about your intentions with a woman regarding your relationship with her. You do not tell her you are looking to settle down if, in fact, you're just looking to date around and have fun. That kind of deceptiveness will come back to haunt you, and you will earn a deserved reputation as a "Player."

You also do not have to open up and tell her every intention you have at the start, as some guilt-ridden would-be seducers will sometimes do. Verbalizing the seduction steals the magical experience from her. Women do want to be seduced and sleep with men. Not saying this out loud isn't lying; it's called ***discretion***.

Just don't pursue your seduction targets under false pretenses.

One Night Stands

Let me tell you one thing right now: Women are almost never interested in a one-night stand with any man. If you were to stand at a bus stop and ask every woman that passed by if she would sleep with you tonight, I doubt you'd get one in a hundred that would take you up on it.

A woman's mental circuitry is setup so that she guards her sexual intimacy. She protects it as if it is sacred. She doesn't want to feel like a "slut" or as if she's "promiscuous." She's also got some safety concerns, since you could be a psycho rapist like all the ones she hears about in the newspapers and on TV crime shows.

If you're expecting to get laid with **every** woman on the first time you meet them, you will be in for a very tough time. Instant gratification is encouraged by our society, even when it is not realistic.

That being said, you **can** have occasional one-night stands, otherwise known by the more modern term: "sleeping with her on the first date." It does and probably will happen to you in the course of dating many women. The point is that you should not

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expect it, or you will give off too much of a player attitude, which kills women's attraction. You want to have the understated attitude of a guy who can sneak in under her radar and lead her to the bedroom without her thinking you're just looking to have sex with her.

The better approach is to meet as many women as you possibly can, and work at seducing many different women at the same time. What you'll find is that you won't have as much pressure to make any one woman your goal, so you'll be much more relaxed across the board. The women will pick up on this, and you'll probably get many more women into bed than you would have if you had just pursued one at a time. You'll avoid the "beggars can't be choosers" mentality that makes so many men settle for what they get.

(See the "Waterfall Principle" earlier in the book.)

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The Myth of the "Pick-up" Artist and "The Player"

We let a lot of terms enter our vocabulary without ever really questioning them. Have you ever asked yourself what a "Pick-up" artist is? I hear about "picking up" women all the time, as if you drive around in a beat up Dodge truck, looking for lonely lost women to throw in the back. Pick-up artist is a term that is known only by its connotation in slang: "A stranger with whom casual acquaintance is made, usually in anticipation of sexual relations."

Interesting. Isn't that the reason all men and women get together, when you get right down to it? We're **all** strangers until we meet, and then we get more familiar. I think what makes this term bad in connotation is that women interpret it to mean a guy who is out for *nothing* but sex.

I've also heard it used to refer to any guy who is trying just to meet a new woman. "He was picking up on me," is what a lot of woman say to describe when a guy just strikes up conversation. Yet another way to make you feel bad about the natural process of men and women getting together. Don't let it affect you. If you do this work right, through the use of teasing and charged language, she won't care that you're "picking up" on her.

Another category of men women like to label is the "Player." Women use the term so liberally that you would be hard pressed to get any kind of common definition from them. I have personally asked dozens of women and never been able to get them to describe in any concrete terms, but I can read between the lines.

Women use the term "Player" to label men they think might be dating several women and who are looking for quick sexual relationships to fulfill their own needs. He's a man that women are afraid to feel attraction for because he doesn't give them **Trust**. However, they are still attracted to him because of his ability and charm.

When women label men "players," it also serves to further instill guilt in other guys, to make us think we should only seek and date one woman at a time. Women rely on the vague definition of the term to scare us into thinking this is a Bad Man, and we willingly go along with it.

Men often shy away from this term, too, thinking that it means a man of poor moral character who beds women indiscriminately. The truth is that men admire the Player for his abilities with women, but instead of learning from what he is doing right to increase women's attraction, they write him off as a gigolo, another type of hustler who just has the "knack" with women.

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The moral of this lesson is to beware the term "player" in all its forms. It's misleading, and often downright deceptive, relying on connotation rather than definition.

Later, I'll show you how to handle the situation if she questions you about being a player.

The Cycle of Opportunity

There is a cycle of her emotional state, and catching her in the right place is an essential part of your seduction strategy. If you catch her in a down-cycle – where her emotions are a bit low and she's not able to play with you – you run the risk of either wasting your time on someone who's emotionally preoccupied or too vulnerable. Most often, a seduction will fail here as you get near the point of complete submission, only to have her crying in your arms over her issues and problems.

On the other hand, if she's on the up-cycle, you'll have a much greater chance of completing the seduction. You should feel out her mood with your initial questions as soon as you meet her. Asking her about her day is usually enough, but you might be able to detect an undercurrent of bitchiness working beneath the surface. It doesn't take long to figure out where a woman's mood is, and whether or not you'll be able to break her free from it. Generally speaking, you can influence her mood only so far (Sphere of Influence). But if you can get her to forget her troubles for a while, this can serve as a romantic escape for her that she will not want to leave.

At its core, seduction is also about creating a magical escape for her. It's like a fairytale wonderland, where she gets to escape from her "real" world and join you in a fantasy. If she's just unhappy enough where she is before you came along, she will not want to shatter the illusion that you weave around her. Use this to your advantage.

The Ultimate Seduction Secret

In order to seduce effectively, you must do one thing exceptionally well:

You must find what it is that your target lacks, and fulfill that need.

We all have something missing inside us, and it is usually the one thing we look to fill through the involvement of someone of the opposite sex. Your ability to discover what this lack is and use it to your advantage is **essential**.

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Take for instance the woman who has lost her father at an early age, whether through divorce or death. A great number of these women will then look for a replacement for him, often falling into the arms of responsible, capable men who serve as father figures to them. Another woman might have been brought up as a middle child in a family where she had to fight to get her parent's attention, and she still seeks attention to this day as a form of validation, something she never got as a kid.

(By the way, one of the best things you can do is to find out where she stands in the birth order of her family – youngest, middle, oldest, only child, etc. This will determine a great deal about her personality.)

Through exploration with dialogue, you can find these secrets and work to use them to both your advantage. You do this *not to take advantage of her*, but to satisfy you both.

To find out these holes or gaps in her life, you can ask her questions, such as:

- "Were you most influenced by your mother or your father when you were younger? Why?"
- "If you could change one thing about your life right now, what would it be? Why?"
- "What are you most satisfied with in your job right now? Why?"
- "If money weren't any object, what would you do for a living? Why?"
- "What hobby do you have that gives you the most satisfaction? Why?"

The most important part of this questioning is the open ended 'why' that you have to add to each of them. This gets her talking and telling you all the details that you need. Listen to her responses very carefully, because they will tell you all you need to know about her zones of emptiness. You must use those areas as your targets, so you can fill this gap and connect with her. It's a bit like choosing the right puzzle piece to snap together with hers. If you don't find the right size, you'll end up with a sloppy match. If you get the right size piece, however, you can bond and make her feel like you were both "meant to be."

I'll show you how to take these questions to a deeper level later on when we learn more about the power of creating and inducing states in her.

Keep in mind that there is a reverse danger in this situation, and this hazard is that you also have some lack in you that will make you easily seduced by a certain kind of woman. You should take a long look at your history and see what this gap might be, because it will be **your** vulnerability.

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Desperation, and Keeping a Consolation Prize

One tactic that will help your attitude more than anything is making sure that you are not focusing all your attention on one target woman. There are many reasons for this, but the most important for you is that it keeps you from behaving too eager or needy. When you have more than one woman in your life, you are not as motivated by the threat of loss.

Remember, if you have a woman you can sleep with on the side, as a sex-buddy, it's worth having this consolation prize around. Even if she's not a hottie, you will be able to maintain the right attitude along the way by keeping away the stinky smell of desperation.

The place where most men fail in their seductions is by coming across as too needy. They rush their targets instead of leading them toward the seduction.

You will win if you don't *need* to win. When you want something **too** badly, it will slip through your fingers because you are grasping for it too tightly.

It's Not What You Say – It's HOW You Say It

Throughout this course, you will receive a lot of invaluable information. Some of this information will be my suggested phrasing to use with a woman to keep things moving toward the goal of seducing her and sleeping with her.

These words are only the tip of the iceberg, however, and they're the *least* important part of your approach. It's much more important that you think about **what** is being said, and ***why*** it's being said than it is to just parrot out a few lines.

There's a *Seduction Attitude* you have to convey to a woman with your words:

- I don't need you for sex. I'm not desperate.
- I might find you attractive, but I also might not.
- If you give me a hard time, I'll drop you so fast your eyes will swim.
- I'm fun.
- I'm confident.

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- I'm good in bed, and you need to find out for yourself.
- You can trust me.
- I'm not easy – I've got a lot of self-discipline.

You could say all the right words, but if you don't have your act together with your frame of mind and attitude, a woman will smell it on you like skunk. Women are fine tuned to these behaviors, and she can tell when a man is just putting up a false front as opposed to when he's behaving for real. "For real" comes from a coherent presentation of your self-confidence.

Don't just learn the words. Learn the attitude.

With the attitude, you can use just about *any* words. But *without* the attitude, **no** words will help you.

Demonstrate Your Uniqueness

Here's an example of how to use the conversation to get her interest in you started off right. On the first time you meet a woman, small talk is always what starts things off, and it is necessary for her to feel comfortable talking with you. But you want to take this small talk into exciting places as quickly as possible.

One of the typical interactions usually goes like this:

Him: "Hi, how are you doing?"

Her: "Not bad. How are you?"

Him: "Good."

(Sound of clocks ticking. Silence.)

Him: "So, how about this weather, huh?"

Or:

Him: "So, do you come here often?"

(YAAAAWWWWNNN)

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This is way too average and typical. You want to start the seduction *immediately*, and you do this by demonstrating just how interesting your life is, and teasing her with the possibility of being involved in it. Let's try that interaction again:

Him: "Hi, how are you doing?"

Her: "Not bad. How are you?"

Him: "**Unbelievable**. Any better and it would be a sin." (Smiles, but behaves seriously enough that she can believe his day really was *unbelievable*.)

Her: "Really?"

Him: "Oh, yeah. I've been so busy, but life is exciting. So many things going on. But I'm also wondering how long you intend to just be '*not bad*.' Sounds kind of lame and boring to me."

I think you see the difference there. She's probably immensely curious about what is going on in his life, and she suddenly feels a bit inadequate that she isn't a part of his adventure. What's he doing? Where's he going?

Show her a life that she would want to be a part of, and then make it clear that she's not entitled to a free pass to get in. She has to earn her way. You'll find this infinitely more successful than just handing out free tickets to a movie no one wants to see.

Screening

One way that a woman protects herself from seduction is by screening. It's her natural defense to help her reduce her feelings of attraction for men who she thinks might not be what she's looking for in a relationship. (Again this goes back to her genetic need to find a good provider, as well as avoiding possible pain from what she perceives as the threat of change in her lifestyle. YOU are that threat.)

What she will do is ask you questions to justify what she already suspects about all men:

- "Are you a player?"
- "When was your last relationship? How long did it last?"
- "What do you want in a woman?"
- "Do you want a family? Children?"

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- "Why haven't you married yet?"
- "Do you have a house/want a house?"
- "Are you close to your family?"

The first rule of handling her screening is to **never answer these questions directly**. You'll be tempted, because in today's society, men are guilty until proven innocent, so you'll feel like you have to justify yourself to her. There's a little voice in the back of a man's head that screams: "No, wait! I'm a nice guy! **Really!** Just give me a chance! Oh please, oh please!"

Evasion is the best strategy for any questions that are obviously meant to put you on the defense. You must show her a man who is so secure in who he is, he doesn't need to run around validating himself to women – or to anyone! In the coming chapters, I'll show you how to effectively evade and redirect the conversation.

Screening vs. Establishing Trust

Not all of a woman's questions at the start are directly or purposefully aimed at screening you out. One of the big errors a lot of the seduction experts make on this point is that all her questions are designed as a way of screening you out. They are **not**.

Most of a woman's questions reflect a legitimate need to establish a level of *trust* for you.

Women need a certain level of trust to enable them to progress with you along the chain of seduction. If you don't work through her trust barrier, you won't get very far. She asks these questions to have you prove to her that you have a background and you didn't just arrive here on Planet Earth this morning with no ties and no established background. She wants to be sure you're a real man, not a fly-by-night fraud and womanizer – or creep. When she first meets you, you are nothing more than a two-dimensional cartoon character. What gives you the three-dimensional reality of a good man who she can trust (and sleep with) is your connections and back-story. Where did you come from? Who knows you? What is your background and history? What do you do when she's not around? These are the questions her mind is asking about you.

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Trust takes time to develop, though. Most guys are walking around with so much collective male guilt from the media telling them that they're "bad men" that the genuinely good guys (which are most of us) feel we have to work overtime to establish this trust with a woman. We feel obligated.

Remember: Men mistakenly believe they're guilty until proven innocent.

Not so.

You don't have to answer her questions or jump through hoops to get out of the "Can I Trust You?" Game. You can work a lot less on her big-picture of trust if you will follow **The Seduction Method** principles.

Now, as I was saying, some of her establishing trust questions will be mixed up with the screening questions. Some of these you can and probably should answer, just so you don't seem like a creep with no social validation. You could duck them out, and she would still have a funny feeling about you in the back of her head that she couldn't understand or verbalize. You want her to believe that you are a normal guy with ties to people and society. When she first meets you, her trust mechanism says that you could have just jumped off a UFO straight from the Evil Planet of Bad Men, so she wants to know that she can invest in you.

So how do you avoid her screening and establishing-trust process? You have to keep control of the conversation, and you **keep teasing her** so that *she has to qualify herself back to you*. The more you retain the element of *challenge* to her, the less you have to prove yourself to her.

We'll cover the overall challenge aspect through your conversation. Here's how you control and guide this conversation for maximum effect …

Control the Conversation

All too often, most men lose their target because of their inability to keep the conversation with a woman on track. They lose sight of their goal because they get caught up in the minute-to-minute chit-chat rather than remembering their objective.

Do you know how to handle conversation effectively? You'll have to if you want to be able to seduce women.

The key to handling conversation and controlling the dialogue is not so much about controlling her as it is controlling the dynamic of affection and attraction she will feel toward you. In order to seduce a woman, you must keep this feeling of 'escalating passion' moving up the scale from the moment you meet her. All she needs is one dip –

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one doubt – and you could be looking at another Saturday night of listening to her tell you about her inner child and how she would like to ride her scooter across China.

Sure, you can listen to her talk, but you need to be directing the conversation toward topics that are as charged and exciting as possible, and *as far from neutral as you can get.* You even have to risk her anger and disdain along the way to make this happen. Here's how this works:

During your conversation, things start to slip a notch. She starts to talk about her sister, who just had a miscarriage. Now this is a deadly conversational situation to be caught in. Take a wrong turn and not seem interested or sympathetic, and you're an asshole. Take the other wrong turn, and she'll be chewing your ear off as if she were on her therapist's couch.

What to do?

Well, first of all, you acknowledge what she says with sympathy. This shows a decent level of sensitivity.

"Gee, Helen, that's got to be tough for her," you say.

"Yeah, it's been so hard on my sister. I mean, I really feel for what she's going through."

You need to step in with your own redirection of the conversation at this point.

You say: "It's interesting how we handle these things. I was just thinking about how we overcome the difficult situations in our lives. I mean, you really seem like you've got things together. Unless, of course, you're hiding a dark, secret past of boiling your boyfriend's rabbits on the stove." And you give a smirk.

This serves two purposes:

It diverts the conversation off what easily could spiral into seduction suicide – her unburdening her troubles and heartache on you. You hardly know each other, but since she's starting to build rapport, she feels like she can now reveal her sorrows to you. Don't go there!

The onus of responsibility is back on you to re-engage you on the level you started the conversation on. If you're teasing her nicely, she should be coming back with a need to prove herself to you. (Responding to your challenge.)

However, if she still persists on dwelling on this horrible situation with her sister, you may have to break this cycle. This is called a pattern interrupt, and it's very effective to short-circuit other people's conditioned responses.

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You only need to ask her to excuse you for a second while you make a trip to the men's room. You go even if you don't have to go. This will stop her from continuing down this no-win, downer path in the conversation. This will allow you time to regroup, as well, and re-plan your strategy. Return to her as quickly as you can. Make a subject change to a new topic immediately.

Another pattern interrupt tactic is to pretend you saw something outside, or across the room, and excuse yourself. You walk a few steps and come back to her. "I thought I saw an old friend of mine," you explain. "It wasn't her." Then you change the subject to something new right away.

If you come back to her and she's still unable to break away from this topic, I recommend you eject from this situation. She might simply be in an emotional down-cycle, and difficult to reach. If she were a little more on the up-cycle, you might stand a better chance. Don't waste your time unless you feel there's some benefit to being the shoulder to cry on. (Most often, she'll only be emotionally vulnerable, and not a good candidate.)

Sometimes a woman will act as if you're the insensitive one if you don't sit there and listen to her gripe and moan, but it's really her that's being insensitive by pushing her troubles on you. She's treating you, in essence, like one of her girlfriends. If she gives you a hard time about not playing therapist to her, drop her and move on.

Why You Don't Want To Be Her Therapist

The trick of effective listening is to be able to make her **feel as if she's been heard** *without* becoming her therapist and dumping ground. You can empathize with her a few times, but you can't let yourself sit there quietly and nod your head while she unloads her life's troubles and problems on you, because that is what most women will eventually start doing if you've done a good job of showing a sympathetic and listening ear.

(This is a good indicator to watch for, by the way. You're actually making great progress with her trust level if she starts to unburden with you. However, this is a fork in the road. If you keep it up, you'll never get her sexually attracted to you.)

What you have to be willing to do is to cut her off from continuing down this path and ruining your seduction. Women love to unburden themselves, and guys are frequently drawn into the trap of thinking that if they listen to all of her emotional outpouring, these women will somehow be interested in giving them sex as well, since they've "bonded" in some way.

It doesn't work like that. As soon as a woman starts feeling like you're someone she can share non-sexual intimate details with, she starts to categorize you as a friend

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in her mind. This does not elevate excitement. It **kills** it. You become a nice, listening ear, but not a person that her hormones will rage for.

How do you think of a friend versus a lover when you think of the women in your life?

Friend:

- Object of sympathy and empathy – a shoulder to cry on
- Listening ear – extremely high trust built up over a long period of time
- Low feelings of sexual tension and attraction

Lover:

- Very little need for sympathy or empathy
- Reasonable level of trust, but not necessary for attraction
- Feelings of sexual tension and excitement

The reality is that a woman can't feel sexually attracted to you if she feels like you have a good "friendship." She won't be willing to risk trading friendship for sex. However, if you can keep up the sexual attraction, give her just enough trust, she will have nothing to lose by having you as her lover.

Give her trust, but *not too much trust*. Too much trust puts you into the friendship category.

Complete trust is not necessary for seduction.

(This is why I believe that **all** relationships need to start with seduction. When you start with too much "friendship" and too little passion and lust, you wind up being two *friends* – not lovers – who end up having occasional sex to justify staying together so they can hang out and do things as a couple.)

You're not here to solve her problems. You're here to give her the gift of passion and excitement.

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Control The Conversation Through Questions

The way to control the conversation is to be the person asking the questions. You don't just want to be firing off any wild questions, though. You have to plan them and have a purpose for all of them.

Here are some of the questions you need to ask a woman to get information for yourself, as well as keep her moving forward with you.

Find Her Weakness: I'll remind you several times that all women have an area where they are feeling a lack, and it's crucial that you find it. You have to find this emptiness and fill it.

Beware asking her questions that are too directly aimed at negatives, such as "What would you get rid of to improve your life right now?" or "What would have made your childhood happier?" You may think these questions cut straight to where she feels the lack in her life, but they also raise a lot of negativity. You have to be more indirect.

Try these questions:

- "So, if you could choose anything about your job you wanted, would you choose the pay, the people, or the responsibilities?" (You'll find out what she prioritizes in life.)
- "If you could take off from work for a year and do whatever you wanted, what would you do?" (This will show you what she currently lacks from her life and her job.)
- "What kind of things did you learn from your childhood?" (This is an interpretive question. Her answer will give you insight on her background overall. Did she learn negative things, such as friends can't be trusted? Or did she learn the value of love and honesty?)

This is also called "eliciting values," since you are probing to find out what she values, and by reading in between her words, you will find what is most important to her. If she values recognition, you'll know that she feeds on acknowledgement and has self-esteem gaps. If she values family and friends, you'll know that she desires strong human contact and probably trust.

Ask Open-Ended Questions: Open-ended questions are most often the "who-what-where-when-why-how" kind that you can ask to get her talking about herself and

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her life. Close-ended questions, on the other hand (the kind you answer with just a yes or no) leave nowhere for her to go.

Every question can be used as a stepping-stone for the next open-ended question, even if you start out with a close-ended question. You would use the conversational bridging technique (covered in more detail later), and then add on an open-ended question.

For example, if you asked her if she had any brothers or sisters, and she said "No," you could then ask her something related to it. "Did you have a best friend that you treated like a sister? What was she like? What made her such a good friend?"

And after that, every answer she gives you can be used to create a whole new line of questions. For example, if she answered that last question with: "Well, she was just so open and caring about me. She was always there to talk to. And she never put herself in front of me." You can then either ask her to tell you more: "Can you give me an example of how she was open and caring?" or you can take a keyword from her answer and try a different question: "So it's important to have someone there you can talk to? Why is that?"

Your wildcard is the question "why?" It allows you to dig deeper into any topic to find something you can grab onto.

Keep in mind that you don't need a woman to open up and tell you all sorts of intimate details about herself or her life to go along with your seduction; so don't get caught up in that pursuit. She doesn't have to reveal her deepest secrets to go to bed with you. (And it's better if she doesn't.) However, if her unwillingness to open up to you indicates possible mistrust, then you will need to take steps to address and eliminate this since it poses an obstacle for your seduction.

Another part of controlling through questions is to *avoid letting her control <u>you</u> with questions*. This starts with a rule that I want you to write on your bathroom mirror at home in permanent marker so that you will be reminded <u>every single day</u>:

Never answer a woman's question if the answer will jeopardize your seduction in any way.

And let's not forget the important add-on rule:

Avoid answering a woman's questions directly whenever possible.

She will ask things in a very tricky way to get you to say more than you want to. Men are not as sophisticated in conversation as women usually are. Think of all those

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hours she sat on the phone wringing secrets out of her best friends. Women are professionals at this, make no mistakes.

I'm reminded of the old Bugs Bunny cartoon where Bugs asks Elmer Fudd: "Answer yes or no, please – Have you stopped beating your wife?" And Elmer says, "Yes … er, no… I mean, uhm…"

It's a no-win question. It's just like those poor saps who get tricked into coming on one of those trash daytime talk shows and get manipulated by the host into looking like fools (which most of them *are* anyway.)

Women are experts at asking you the no-win question. Tell me how many times you've heard these:

- **"Are you trying to seduce me?"** – This is usually an indicator that she's feeling attracted and pulled in, but she is also very careful and guarded. What she's really saying is: "Because if you *are* trying to seduce me, don't let me know and I'll keep going along with you."
- **"Do you act this way/say those things to all the girls?"** – Just a clever way for her to find out if you consider yourself a ladies man. She plays a little to your ego to get you to say something revealing. A humorous comeback would work well here.
- **"Are you a player?"** – What she's really asking is, "Are you just looking at me as a sex object? If you can appreciate that I'm unique and special in some way, I'll keep going along with you."
- **"Are you seeing other women?"** – This one's a no-win because if you are, she thinks you're a player. If you aren't, she thinks you're desperate. Again, the best answer is NO answer. It's none of her business. Once again, she just wants to feel unique and special.
- **"Don't you think we're going too fast?"** – Yet again, she's saying she just wants reassurance that you're not just using her and manipulating her into sex. If you can make her feel good about herself and what you're doing, she'll go along with you. She's feeling pressure from her "Slut Complex."
- **"I don't give out my number; can you give me yours?"** – And he excitedly hands her his business card, which she either loses at the bottom of her purse (with a hundred others) or throws out at the first opportunity. Your answer to this question is "Yes, I can, but I'm not going to." Women almost *never* call men.

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- **"Are looking for a girlfriend?"** – If you say yes, she'll probably get a subconscious feeling that you might smother her. If you say no, she'll think you're a player. Again, a question that should never be answered directly.

Always redirect to avoid answering these questions on her terms.

Always answer her question with a question.

Always, always, always. Yes, even when she asks you, "Do you always answer my questions with another question?" The only excuse you need is "I'm just naturally curious."

The best way I've found to handle her no-win questions is to turn it around and let her know that you're not backing down from where you stand with her (especially if she's been responsive to you this whole time), and that **she** might be the one with the issue. You reverse the situation wherever possible. Make her feel foolish for being the woman who's "going too fast" and rushing things. If she asks you any of these screening or trust questions, you say:

"Whoah, there! You're moving really fast, aren't you? Let's wait until we've got a minivan and a house in the suburbs before we get too serious. Next thing, you're going to be down on one knee proposing."

And when she comes back again, you nudge her a little:

"There she goes again, trying to rush our romance along. Have you picked out a ring yet?" Smile.

She'll feel embarrassed for pushing things like this, and you'll get to avoid the question.

AND, at the same time, she'll feel a little more attracted to you, because you're playing it hard to get, in a way she doesn't recognize. By not giving her what she wants (an excuse to just write you off as another hustling pick-up artist) you keep her interest and attraction.

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Keep Her Believing in Destiny

One of the most important things you can do for a woman is to let her believe that everything you are doing is unplanned. If she smells that you are up to some kind of scheme or strategy, your seduction will be over before it has begun.

She wants to think that you found her in some magical way; the way movies have always painted it for her. Women love the random and unplanned, and the more that you can keep her thinking that you were brought to her by destiny, or fate, or *whatever*, the more she will feel she must take advantage of the situation. It will feel more romantic and rare, and therefore **valuable** to her.

You should make occasional statements to her recognizing this:

- "Wow, it's pretty cool that you and I met up tonight, huh?"
- "I guess fate was on our side." She asks "*Why*?" You say, "Putting two people together like this. Don't you love it when things work out right?"
- "This may sound corny, but it's like fate brought us together." (Yes, that one can sound corny *no matter how* you say it. It's best to say it in a joking tone of voice. She'll *still* believe it.)
- "Well, aren't you glad you didn't sit home and watch reruns of 'Friends' again? You got to meet a delightful, charming man. I must be your density. I mean, *destiny*." (With a wink and a smile.)
- "This is so random! What luck that you and I got to meet each other. And here I was going to go to a party instead."

This is part of that Veil of Romantic Illusion that must be kept up. She doesn't want planned and orchestrated – she wants *chance* and *destiny*.

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Imaginary Competition

Remember to avoid feeling threatened by any competition during your seduction. Just dismiss the thought that there is anyone you ware working *against*. The first reason for this is that the state of attention you are put in when you feel a threat of competition is artificial. You may start to feel the need to hurry up and lock her in. You'll rush and act prematurely. You'll find yourself slipping from feeling laid back and secure to aggressive and destructive. You'll brag. You'll act from a fear of loss. You'll say things that reflect insecurity, and you'll lose her interest.

There are only two possible real situations of competition for you:

- There is another man present trying to steal her away (rare)
- There is another man (who is not present) who is interested in her

As we go through the strategies in this book, you'll understand that neither situation is cause for you to worry.

1) If there is a man right there with you and your target, you have the confidence of the knowledge you're about to learn to know that you can beat him. (Chances are, he has no idea what he is doing, because he doesn't have this kind of method and discipline.) This is a relatively rare situation.
2) If he's *not* there with the both of you (an ex-boyfriend or other interest), you only need to keep practicing the foundations of keeping her attention on <u>you</u> and building her attraction. Women have a fantastic way of getting rid of the competition for you if you will only do what helps them find you interesting and challenging.

Beware the Crazies

There are many women out there who are more than willing to jump in bed with a guy, but it is more often out of low self-esteem. You must be on your guard for these women, because they will allow themselves to be seduced very easily, usually for one of two reasons:

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- Her sense of self-esteem is so low that quick sex is the only way she can get a sense of validation in her life. (She's the type of girl who was probably thought of as "easy" by her peers.)
- She figures that if she gives you what you want up front, she can keep you around for the long term and get what *she* wants later on – a long term relationship.

There are dangers in some of these women, because they will form unhealthy obsessions. Is there a man alive who hasn't seen the movie "Fatal Attraction" or "Vanilla Sky" and understood just how scary a case of stalking can be? Of course, these are highly dramatized Hollywood stories, and it's true that women are the victims of stalking in 78% of all cases (*http://www.lacaaw.org/statstalking.html). But there is a high degree of variability in these statistics because men feel too ashamed to report incidents of stalking – about 76% do not report it. (*http://www.lacaaw.org/statstalking.html) Unhealthy love obsessions take many other problematic forms than stalking, so you have to understand that you have a responsibility to yourself to watch out for the crazy chicks out there. Low self-esteem robs many people of their self-discipline, so you have to show some control of your own, when needed. Sometimes that might mean walking away from a seduction if you start to suspect that she's not very mature or capable.

Some signs of stalking:

- Repeated, annoying phone calls
- Repeated, annoying letters or cards
- Persistent physical approaches
- Notes or flowers
- Information gathering about you
- "Accidentally" showing up where you are
- Covert/overt surveillance of you

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If you encounter a Crazy, here are some guidelines to protect yourself:

- Secure your property
- Use Caller ID, *69, or Call Tracing phone features
- Get support
- Keep records of all stalking behavior
- Obtain names, addresses, phone numbers of witnesses
- Consider a restraining order
- Avoid personal contact with the stalker
- Don't release personal information
- Remove ID on checks, business cards
- Get a PO Box or limited public access to change of address information
- Let people know what is happening
- Screen mail and calls

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The Seduction Utility Belt

Whenever you go out, you are prepared to seduce a woman. Anytime, and **every** time. And to do this, you'll need to have your kit together. Here's your vital list of tools:

Cell Phone: In this day and age, the best way to stay mobile is to have a mobile phone. I suggest you shop around and get a service plan that covers unlimited time during off-peak hours, and at least a small block of free time during the day. You may have the benefit of a cell phone through your work, in which case you're all set. However, most of us need our own phone. Get an extremely small phone so that you don't have to wear it on your hip (too geeky.) Set it up to have a silent mode that vibrates, along with an interesting (UNIQUE) ring tone. This is a great conversation piece. Obviously, you'll need voicemail. Only give your cell phone number to women when you need to give out your number. Having her call your home is not recommended, especially if you have an answering machine that could broadcast her voice across your home when you've got your hand on Melissa's left breast.

Pen and Paper: Always have a flashy and interesting pen on you at all times to write down phone numbers. Keep a few business cards that you can give out or write her number down on. You can carry an address book, but don't write her information directly into it until you've had at least one seduction meeting with her. Also, never let her see other women's names or phone numbers. (Note: Don't program her number into a Palm Pilot or cell phone until she's out of visual range.)

Condom: This seems like a no-brainer, but you'd be amazed how many guys run around thinking that they'll be able to get laid and not take any responsibility for birth and disease control. You have to carry a condom on you (in your wallet and in your car, since you're rarely away from either of them when you go out.) Also, have a couple strategically placed in your house in the two areas you are most likely to get it on – your bedroom (I advise keeping one under the mattress within reach) and in the living room.

Overnight Bag: You should have a small overnight bag with necessities kept in your car somewhere. It should have, at a minimum:

- A razor
- Toothbrush/floss/toothpaste
- Deodorant
- Brush or comb

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- Small bottle of cologne
- Breath mints or mouthwash
- Small mirror
- Extra contacts/glasses
- Extra condoms

Your Home

Your house or apartment should be ready for you to bring a woman over. Some of the necessities are:

- Keep your house clean and functional
- Put all your dirty clothes out of sight.
- Keep your bathroom clean. Make sure the toilet, sink, and shower are working and clean.
- Fix any broken doors or windows
- Keep your kitchen clean. Clean out the refrigerator of old food.
- Check your house for odors and use a deodorizer if necessary
- Hide your pornos, pictures of ex-girlfriends, Swedish erotica, penis enlargement pumps, and all the other stuff that you think might give her reason to think, "Uh-oh."
- Watch out for "Leave-behinds" – those little mementos that a woman will 'forget' at your house to give her an excuse to come back later. Usually, they just serve as a major obstacle to your next overnight guest. Find these items and terminate them with extreme prejudice. (One gal I was with discovered a pair of earrings in my car door. Very uncomfortable.)
- Get any weird stuff out from under your bathroom sink or from your medicine cabinet. She will really wonder about you if the only items under your sink are a box of latex gloves, Vaseline, and a strap-on dildo.
- Keep your house sensual. Lots of things to touch and stimulate her mind and body.
- Buy some fruit and chocolate, or other desserts or intimate food. Part of the progression in the Method we're about to cover relies on your ability

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to submerge her in an alternate reality where she feels safe and indulgent. Sweets and exciting foods help build that atmosphere.

- Candles: Have lots of candles around to light your house. Also, all the lights in your apartment or house should have dimmer switches so that you don't have to struggle with either too much or too little light. Plan your lighting out well in advance to create the mood you want.
- Arrange your furniture to make it pleasant and organized. I advise getting a book on Feng Shui, part of the Asian philosophy of nature that concerns itself with living in harmony with your environment. You'll impress a woman that finds out that you put this kind of thought into your home.
- Get a wind chime. You'd be amazed how many women respond to them. They create a delicate random music that is very romantic and soothing.
- Plan out seductive music and have it ready in advance. If you're a tech geek, you've probably downloaded a hundred MP3s of Metallica and Limp Bizkit, but you need to get a few seductive tunes ready, too. Some suggestions:
    - Sade
    - Enigma
    - Diana Krall
    - Any old jazz or blues
    - Any good R&B, like Janet Jackson, Toni Braxton, etc.
    - Tangerine Dream
    - Slow, seductive classical music (but be careful, because this can often come across like a cliché. You don't want her to burst into laughter when you put on a sonata and walk over to her in your genuine Hugh Hefner Playboy robe, complete with pipe.)
    - Some music to **avoid**:
        - Any heavy metal
        - Any loud, obnoxious classical music
        - Any rap, techno, or electronic music

  If you have the ability to play MP3s, setup a long list of songs in advance, or if you only have CDs, get a multi-disc changer so you don't have to keep getting up to refresh the music.

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Your Car

Your car is a smaller version of your house, so you want to follow the same general rules. Keep it clean on the inside and outside. If anything obvious is broken with your car, like the windows or the door latches, fix them. You don't have to have a Ferrari, but you should have a fully functional car. Make sure you have the following in your car at all times:

- Good music in the CD player
- A little extra money in the visor for emergency gas or tolls
- Your overnight bag
- Extra condoms
- Gum/breath mints
- Maps, so you don't get lost going wherever you're taking her
- A real spare tire (not one of those temporary tires), jumper cables, and a small set of tools – just in case you need to help her out
- Blankets for an improvisational picnic or laying out under the stars
- Deodorizer (hidden, not one of those dumb pine trees or fuzzy dice on your rear-view mirror.)
- Pen and paper
- Charger for your cell phone
- Napkins and tissues in your glove box
- A towel
- Casual clothes, if you're prone to dressing up and going out

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Body Language

Your overall physical presence is incredibly important for attracting a woman and getting her excited enough to go to bed with you.

Your outside life reflects your internal life. People know this subconsciously; they don't realize it with their thinking portion of their brain. So you must pay attention to the details that will convince her that she wants to sleep with you.

Over ninety percent of a message between two people is communicated by non-verbal methods. This means the tone of your voice, the inflection, the speed, your body language, etc. Less than ten percent is communicated through your words.

There's a comedy skit where this guy talks about how you can communicate almost anything with the word "Dude." You can say it angry, inquiringly, happily, depressed, etc. And it's true. The word stays the same, but you can make it mean anything you want based on your tone of voice and body language.

Guess what? Men place more meaning on the *verbal content* (the words) of a message, and women place more meaning on the *cues you give her* ***with*** *that message* (the body language and tone). Her intuition knows what's going on underneath, and it does this without her understanding at a conscious level. I experiment with this all the time by having women tell me what they think is going on with other couples at a restaurant. Almost without fail, women get it right.

This is why it is so critical that you develop your ability to control your body and give off the vibe that you want her to pick up on. The following will brief you on how to perform the basics.

The most important part of your body language is the use of your eyes. No other part of you has as much impact as the power of your gaze. In order to use this part of your anatomy most effectively, you have to learn the rules of eye contact:

- Whenever you first lock eyes with a woman, you must hold her gaze for at least three seconds. It will seem like much longer when you actually do it, but you need to maintain eye contact for that long to show her that you are a Dominant male. It's very difficult to do this the first couple times, because we're so used to peeking and looking away. You may have to force yourself to hold a woman's stare for longer than a glance. Work at this until you can hold her stare for as long as necessary. Just remember to avoid making your

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stare too intense, so that you come off looking psychotic. You want to express your confident acknowledgement of her presence, not scare her into cowering before you.

- Don't look at her boobs or her ass. Or any other exposed portion of her body, for that matter, unless it's a completely neutral part of her and serves as a start to more conversation. For example, if she has a tattoo on her ankle, you can comment on it. The more you can control your stare, the less you'll give her the impression that you're coming on to her for sex, the better. She wants your eyes locked on hers.
- Don't look at other women while you're in your target's presence. She should feel that she has your **undivided** attention. If you stray and check out another woman, you're essentially saying to her: "I'm just looking for sex with any woman, not just *you*. You're not unique or special." And that will flush your chances.
- If you have a problem making eye contact, you can resort to an old trick that works like a charm: Instead of looking at her eyes, you can focus on a point at the bridge of her nose, or even on her eyebrows. She won't be able to tell the difference.

Now, for the rest of your body language, here are the rules:

- Talk slowly and deliberately. Choose your words carefully. If you talk like you've been cranked up for 48 hours on coke or methamphetamines, she's going to treat you like the freak that you are. Relax and slow down. You want to convey a kind of poetry with your speech, even if you're just saying her name. This takes some practice and discipline, because the first thing a guy tends to do is get excited when he finds a woman that's interested in him.
- Practice and use your winning smile. You should work at this in the mirror until you have a smile that looks real and is easily repeatable. A real smile should show a little of your teeth, crinkle your eyes a little bit shut, and almost border on laughter. You absolutely must have a smile that you can pull out on demand.
- When you walk, walk briskly, but with purpose. If you walk like you've got nowhere else to be, you won't impress her. She isn't looking for a slacker. A man with purpose commands attention. Walk like you've got a destination.
- Move slowly and carefully. Most guys let their nervousness show by turning into shaky, jerky pigeons when they're around women. You have to slow your

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movements down into a careful display of confidence. Imagine you're moving underwater, and you are forced to move with slow, fluid grace. Think about the message you want your motions to convey: You want her to feel calm and soothed in your presence, not anxious and hyper. Use your gestures to add depth to your words.

- Use touch to express your sensual interest, but with discretion. You never touch her breasts, her butt, or any other part of her body that could be misinterpreted as too forward too soon. You should touch her lightly and on parts of her body that are neutral, such as her arms, her shoulder, or the top of her back. You use touch to make it clear to her that you aren't looking at her as just another friendship possibility – you have romantic designs for her. (We'll cover using touch to seduce her when we get to **Kinaesthetics**.)

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Seduction Skills

There are some skills you can add to your inventory that will help you along the way to being an effective seducer. These are invaluable and will help you break down barriers and lower her defenses to you.

Divination / Fortune Telling

Women love every method imaginable to foretell the future and their destiny. There are all kinds of divination techniques: horoscopes and astrology (still popular for over 1000 years and counting), palm-readings, aura readings, I-Ching, tarot cards, tea leaves – you name it.

What is it about fortune telling that women find so alluring?

First of all, as I told you before, women love anything that hints at "destiny," or a magical coincidence. She will want to believe that you two found each other like two ships crossing in the night. Your stars were crossed. All that stuff.

Men are attracted to the hard and scientific – the facts and the evidence. Women are attracted to the ambiguous and unknown – the *supernatural*.

The most important reason women go to fortunetellers is one that men aren't aware of, and if you pick up on this, you'll score **big time**. Consider this:

Women are in love with the thought of someone being able to see them as they *truly* are.

Most women cannot even see or understand *themselves*, so for someone to come along and describe them in a way that appears to see through to their soul is magic to them like no other.

You can use this yourself by employing this little "magic" trick. I call it the "I See You" trick. You can use it with any kind of 'cold reading' you care to do, just save it for the right moment. You'll have her spellbound.

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(A lot of the fake psychics use this method to appear as if they can see something about you that others can't. They will spot a wedding ring, or a certain style of clothes, and make a generic guess about you based upon this.)

Here's what you do. Look her in the eyes and tell her the following: "I think I know something about you now. Something you didn't think I'd see. There's something about you that you want the world to see, but you keep hidden."

PAUSE.

She'll be on the edge of her seat waiting for you to speak. (See the Ultra-Pause in the next section.) Wait for her to ask you for more. This will build up the excitement.

*(If you want to keep a woman waiting for you while you go off to the bathroom for a minute, tell her this before you walk away. I guarantee she'll be waiting for you when you get back. There's **no way** she could walk away from this.)*

Lean in closer to her and whisper: "You have a part of yourself that you hide from your friends and the world. It's a part of yourself you're afraid to show. You sometimes feel like it's a dirty secret, but you can't deny it exists. This part of you wants things that other people tell you you shouldn't want. Sometimes it makes you consider doing things you would never *really* do." Another pause. "Am I right?"

Now, as you may or may not know, this is no secret. **Everyone** feels this way. There's our public image, the one we show to everyone, and then there's the one we keep hidden away – our shadow self – the part that we don't want others to see.

After she agrees with you, you add on:

"I'll tell you something else about yourself when you're ready." If she's intrigued by your 'dirty secret' observation, leave her hanging for a while. Hold it back to give more punch. If she seems unimpressed by your first observation, you lay the next one on her right away:

"You want most of the people in your life to see this tough, independent woman that's gone through a lot. But I know that sometimes you want so badly to just curl up in someone else's arms and let them take care of **you** for once. You act tough, but you're also hurt when other people criticize you, even if you can't show it. In fact, the one thing you want more than anything is to have someone –" (point to yourself) " – that can see you for who you **really** are. That can see right through that mask you have to wear."

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Nine times out of ten, this will reach her. She'll be impressed that you are so observant and perceptive. She doesn't realize this, but this is a generic observation that could be made about nearly everyone. If you can spot an observation of your own, one that is particular to her, and it demonstrates that you can see something about her that others do not, you will move forward **rapidly** in your seduction.

Watch for these times when you hit a nerve, and she suddenly jumps in and validates what you're saying. "Oh my god! That's so true!" Be sure to keep riding that wave. You want her feeling totally synchronized with you.

For example: you make an observation that she seems like she's "holding back something" that is bothering her, or that she "seems like she's avoiding something in her life" (again, very generic observations you can make about anyone and be right 99% of the time), and she says, "Yeah! I've been avoiding my mother, since I was so pissed that she forgot my birthday!" You have to pick up on this and keep her talking about it. Then, you nod your head, as if you knew this all along. You say, "I knew it. I felt that you were avoiding an important person in your life. I could feel that when I first saw you." You never really said that; you only said that it "seemed like she was avoiding something." But she will ***want*** to believe that you guessed it, so she will now *remember* that you did say that. Just the way you told her.

Pretty amazing, isn't it?

Use this technique on her effectively and you'll pull her in very quickly.

I also suggest you get a book on palm reading and learn the basic lines and points of the hand. I recommend the one published by DK, because it's simple, short, informative, and has lots of pictures. Learn the basics of how to tell fortunes by reading palms. It's by far the easiest and most effective seduction methods you can learn.

Palm reading works on many levels. First, it gives you a legitimate reason to touch her, even on the first meeting. Touching and tracing all these sensitive and sensual zones on their hands is a fantastic opportunity to stimulate her erotically.

Second, as we discussed, women love the thought that you can tell them something about themselves and their future – horoscopes, tarot cards, you name it. You create a vivid and intense experience for her when you can engage her on this level. Especially if you can show her a romantic glimpse of some possible destiny, or a future she imagines.

Also, you can invent whatever you like in the meaning. You just need to sound credible when you start telling her so she doesn't think you're just pulling her leg to seduce her. You have to come across as believable.

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Another great method of fortune-telling is to get a book on handwriting analysis. This is a great method because it crosses the line from telling her fortune in some mystical way to telling her *about* ***herself*** *in some mystical way*. And that is what she's *desperately* seeking.

Handwriting analysis is a good runner-up to palm reading because you can do it practically anywhere, and it's usually very accurate. But it does take a lot more effort to memorize and learn. There are helpful reference cards you can buy online to help you learn this skill. Handwriting analysis is very specific, and a woman will love it if you can see her and understand her from this one simple tool.

One tip on handwriting analysis: Make her write something that **you** dictate to her. Make it suggestive, because you're going to analyze it for a while, and you want to maximize the affect by starting with some suggestions to her subconscious. Something like: "I feel warm and safe, all my questions are answered, and my heart is open." Get creative.

Magic Tricks

Magic is another form of mystery, because even though it's just a learned skill, magic tricks *seem* supernatural when you can pull off a good card trick or skillful sleight of hand. There are a lot of books on how to perform magic tricks, and you can get these at just about any bookstore. I was amazed by magicians as a kid, and I went so far as to sell greeting cards door-to-door in the winter to earn a magic set.

There's nothing as awe-inspiring as a good magic trick, and you don't have to learn dozens of them to be a crowd-pleaser, or even please her. Coin tricks are interesting, as are card tricks (though, it's hard to carry a deck of cards with you whenever you go out.)

I also suggest you get a book of those brainteasers and memorize a few. Just don't use the ones that might make her feel dumb or inadequate. Some of the math ones might be a little tough to do with a couple drinks between you, but there are a lot of them that you can do that will astound her. (Just follow the magician's code and **never** tell her how you did it. You don't want to break the fantasy for her.)

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Poetry

Poetic ability is a talent, like any other. You don't really have to be very good at it to impress a woman, either. All you have to do is lookup some decent short verses you can find online on some of the poetry web sites. Just do a search on "love poems" and you'll have more than you can ever use. Don't worry about it being original, either. To a woman, memorized poetry is as good as the any you could make up on the spot.

Memorize just a couple of lines, and the name of the author. When you get to a point in the evening where there is some sexual tension, and the mood is right, look away (or at least be careful about looking directly into her eyes, because this is too strong) and recite the poem. Try to make it relevant to her in some way. Don't make any excuses for having said it, and you don't have to explain why you did. Let the mystery work on her for a while. If you want to tell her why, just say, "That seemed to suit you."

(There is another situation where poetry comes into play, and that's when you want to make an impact to be memorable to her. We'll discuss this in the last section.)

One caution is that if you use poetry, you make it count. Don't go throwing too much of it out there, or you will come across as Mr. Sensitive Guy, and that can be detrimental to your seduction, especially if you can't maintain that rose-between-the-teeth kind of flair. Avoid any poetry that compliments her. Keep it very indirect.

Music

The tricky part about musical seduction is that you need to be able to do one of two things: play in a band, or have an instrument around to play. Having been in a band many years ago, I can verify that being a musician will never hurt your sex life. If you can, I suggest you pick up an instrument and start to learn. It can be as simple as a bongo, if you like, but start learning something as soon as you can.

Women find musical skill very seductive. If you can get her back to your house and play a little guitar to her, you'll have her entranced. They eat it up. Pick up a few "fake" books, which show you the general chords so that you can simulate most of the melody, and start to learn a few chords. Almost every guy I know wanted to be a rock guitarist when he was a teenager, playing everything from Led Zeppelin to Nirvana. And almost every girl grew up dreaming of guitarists playing *her* strings. You'd be

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surprised how many women let loose when they get their own personal Elvis to watch.

You don't even have to be very good to turn a woman on with music. Just do your best and show some confidence with the instrument and you'll go a long way towards building excitement and attraction in her.

Read Her Mind By Reading Her Body Language

Contrary to popular belief, it is not very difficult to read minds. You simply need to pay attention to another person. Attune your perception to their mannerisms and body language and you can tell a great deal about what a person is thinking and feeling.

One critical skill to have as you work with each woman is the ability to read what her body is telling you about her thoughts. Some people have developed an intuitive feel for this, and once you've practiced you'll just get a "vibe" from some women. When she likes you, *she will let you know*. And when she doesn't, you can usually feel it, too. Where most men run into difficulty is in trusting their intuition, or looking for feedback from her too soon.

First of all, you can break down a woman's body language into several smaller components, but make sure you're also looking at the whole, too. Just because she smiles a lot at you (a good indicator) does not mean she's digging you if she's turned away and crossing her arms. The whole is greater than the sum of the parts, as they say. Most women are usually very readable by just stepping back and taking in the whole picture.

Here's a drill that will radically improve your ability to read people's body language more clearly:

On your lunch hour, for at least a week or two, go out to a place where you can observe people. This can be an outdoor restaurant, or even an indoor food court. Take the time to sit and just watch how people behave as they interact. Watch women as they talk or scold their children. Watch teenagers as they interact. Watch people as they're eating and see if you can figure out their mood and what they're talking about. Bring a pad of paper along with you to jot notes down on.

Watch for these areas:

- Their eyes (if you can see them)

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- Their overall body attitude – Where are they leaning? Are they turned in or away? Close or far?
- Their arms – Crossed, relaxed, in front or behind, etc.
- Their hips – This is much more indicative for a woman. Watch how she positions her hips with a man that she's obviously attracted to versus those she isn't.
- Their heads – Are they tilted in, to the side, away? Do they nod a lot?
- Their expressions – Are their faces showing emotions or trying not to? Do they use subtle indicators, like their eyebrows or their lips?
- Their emotions – Can you tell who is mad, sad, happy, excited?
- Congruity – Do her words match her tone of voice? What about her body language? Is there a message she seems to be communicating without words?

When you've done this for just a short while, you'll start to get a feel for their body language. You should also see if you can hear what they're saying. Listening in on conversations is not nosey – it's *necessary*. See if you can hear the inflection in a woman's voice when she asks a question. Most often this is how women think they're communicating to men, but not realizing that even if another *woman* could tell what she meant, a man cannot. We tend to overlook women's visual and tonal cues and only pay attention to the literal meaning of her words, and that's the biggest mistake.

A woman almost always hides her true meaning in <u>the way</u> she says something, <u>not the words</u> she says. This is unlike men, who say exactly what they mean.

I'm a veteran people-watcher, and I find it fascinating. It's a little like being a voyeur, a peeping-tom through the windows of other people's lives. You'll be amazed how much you can learn just by watching and observing. As you develop this skill, it will repay you ten times over when you can apply it with women. It is also not optional. You must learn how to read a woman's posture and tone so that you can understand her real feelings.

I'm going to detail some specific body language cues you may observe. Again, I remind you to take the sum of her body language first. If she feels closed off and distant, chances are that she is. You need to address this before progressing further, or

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she will pull the rug out from under you, and you'll have no one to blame but yourself, since the indicators were always there. You just have to stop, open up your awareness, and accept what you're seeing.

First, here are some general indicators – signs that she's either interested or she's not:

INTERESTED	PROBABLY NOT INTERESTED
Occasional glance(s)	Never sneaks a peek
Looks at you a few times	Fleeting/avoiding eye contact
Holds your gaze for a moment	Looks away quickly
Looks down, then away	Looks away, eyes level
Posture changes, looks alert	Posture remains neutral
Crosses arms	Arms are open, uncrossed
Adjusts hair, attire	Does no adjusting
Faces toward you	Turns her body away
Tilts her head	Head stays vertical
Eyes narrow slightly	Eyes remain normal
Smiles	Neutral, polite face
Mirrors your posture	Posture unchanged
Eyes brighten and widen	Normal or dull eyes
Licks her lips	Mouth closed, presses lips together
Alert, energetic	Tense, restless, impatient
Gradually opens posture	Posture remains closed
Lowers her drink	Keeps drink high
Touches herself gently	Grips or clenches herself
Caresses objects	Squeezes, taps objects
Crosses and uncrosses leg	Legs remain crossed

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INTERESTED	PROBABLY NOT INTERESTED
Flashes of open palm	Back of hand gestures
Crossed legs steady	Swings crossed legs
Dangles shoe from foot	Keeps shoe on
Hands never touch face	Touches face
Touches you any reason	Never touches you, seems to avoid touching
Feet firmly on floor	Feet on edges or toes
Loosens anything	Tightens anything
Leans forward	Leans away
Steady hands, feet	Tapping, drumming

There's no such thing as a sure thing, so always trust your gut feeling – your intuition. If you feel that she's definitely interested, go with that, and ignore any occasional gestures that you're not sure about.

Breaking Through Her Shell

If you approach a woman who is working, say, as a waitress or bartender, she will have a very hard shell around her to protect her from the usual come-ons and pickup lines she gets all the time. She slips into a work persona that you must get behind so that you can reach her. Every woman uses this guard. You have to focus your initial attention on breaking through that shell.

The best way to do this is to immediately get rid of the roles that we assume when we become "waiter/customer" or "bartender/customer." You must become a real person to them that they will feel they can interact with. Asking very real, down-to-earth questions is a good way to reach through, and you may have to persevere.

As you've already heard, teasing is **the best** way to reach a woman and break down her guards. This is especially true with the staff at restaurants and bars. When a waitress comes to your table, you should always take the opportunity to break through the façade and start some playful teasing right away.

"Hi, do you guys want any drinks to get you started?" she asks.

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"Wow, you're moving kinda fast. I don't even know you yet and you're trying to get me drunk." (Be careful to not come across too much like "Mr. Joker" on her with this. Women build a harder shell up for customers who are **too** cheery and fake.)

"Well, if you need a few minutes, I can come back," she says with a smirk.

"That's okay –" he squints at her nametag "*Tina*. I'll order something now. As long as you promise to breathe a little deeper. You look like you're about to go thermonuclear. Tina, are you okay?" (Using her name will reach deeper past her defenses. Use a woman's name as frequently as you can. It's commanding, and it fosters a sense of familiarity. You'll also be able to figure out when she's showing some interest when she asks you for yours.)

One of the ways you should make sure you interact with her is through empathy. The waitresses and bartenders have the same common problems, every night:

- Bitchy customers (small tippers, angry, etc.)
- Busy nights where they're exhausted and want to quit

By showing that you understand their plight, you'll see them break down and let you in, and it's even physiological in release. I've seen waitresses shoulders relax and their posture drop when they feel like they can put aside their waitress role for a minute and talk to someone who understands. If you've done their kind of job before you should let them know by playing on her side: "You know, I always hated it when someone left me with a bad table, and you know they're just not going to tip. I hate that, don't you?"

Another opener I like to use on wait-staff is this one. It's a little goofy, but it still charms them:

She usually introduces herself. "Hi, I'm Alicia, and I'll be your waitress tonight."

"Well, hello, Alicia. I'm Carlos, this is Mike, and we'll be your customers tonight. I suppose you'd like to tell us about the specials, see if we'd like any drinks, then anything to get us started. Correct?" (Using a little bit of a fake British aristocratic air.) "Very well, let's get started. First of all, a martini. Then, I want you to get a raise. Then, you get to come have a bite to eat with us. Oops, you're on duty, and I can't have you fraternizing with the customers. Maybe I'll let you sit with us another time…"

From here, I like to work into finding out what they're schedule is, along with finding out when they get off work that night. You'd be amazed how easy it is to take it from where you are to where you want to go.

You can riff off of this to no end. Tease, tease, tease. It works every time.

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An extension of breaking through their shell is demonstrating that you are more like them than different, and you do this through …

Cultivating Rapport

We all want to be unique and special. The irony of this is that we don't want to be alone at the same time; we still want to feel a part of a larger group. This need of affiliation is a primary drive for human beings.

Rapport is the way you feel when you're around people who are like you. It's an understanding, an empathic bond. We all feel the most comfortable around those people we feel have the same interests and desires that we do. With women, rapport is another way of breaking through to her trust, as well as getting her to lower some of her defenses at the same time.

Induce Familiarity

One strategy that is essential in breaking through a woman's defenses is to get her to feel familiar with you as soon as possible. This is a smaller part of building rapport, since what you are specifically trying to do is to make her feel as if she already knows you. You can induce familiarity most effectively by treating her the same way she's probably used to other people treating her who know her well.

Each woman is variable as to how far you can push this the first time. Some women have a very strong resistance to strangers pretending they're already friends with her, and she might take offense or be more guarded. Generally speaking, however, the more resistant she is to accepting you as a friendly presence in her life, the more difficult the seduction will be overall. It shows a very structured trust system and that she is probably skeptical – the enemy of seduction.

Usually, though, it's all in the way you can come across to her. If you're needy, like: "Hey! We're a lot alike! Aren't we? Huh? *Aren't we?*" then she'll just be turned off. I know I would be. You have to take an attitude that you're surprised about how well you're getting along with her. This way it seems much less planned and not so approval-seeking.

One way to induce familiarity is to say things to her that she probably only hears from friends she's known for quite a while. Things like:

- On the street: "Hey, dude! That's a great jacket. Where'd you get it?"

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- You're in a store and there's a familiar song playing in the background: "What's the name of the band that does this song? You remember, don't you?" Act as if she's just another friend of yours.
- You're at a bookstore: "That's one of Nick Hornby's better books, but have you read About a Boy? Too funny."

This starts an interaction that is in a much more familiar tone than a nervous, "Uhm, hi there. What's your name?" Act familiar with her from the start.

The way to be sure ***not*** to induce familiarity with her is to treat her like a guy friend. You don't treat women as if they are male pals of yours, where you can slap her on the back, or belch in her presence. That's called treating her as if she was *common*. She still has to feel unique and special, and that your interest is not just in friendship.

You should use the skills you're developing along the way to demonstrate that you understand her better than anyone else does. By using the divination techniques (fortune-telling), simply paying attention to her body language, and listening to what she says about herself and her world, you can make some assumptions about her and then feed them back to her, the way you did when you were using the mind-reading skills. Just make some generic interpretations about her, and then pretend they are the deepest observations she's ever heard. Follow through on this to build that sense of familiarity.

Remember, you want her to feel like you are someone she's always known. The sooner you can do this, the better. If you start out treating her like a stranger, that's exactly how she will view you.

Use language that implies that you two are already familiar with each other. So from the very beginning, never treat a woman as if she's a "stranger." Treat her as if you've known her all your life, and she'll respond accordingly. This works because you are assuming your trust in her, and we tend to give our trust to those who make that first gesture.

Use a lot of inclusive words, like "we" and "us." These are words that imply that you're together in some way, and they get her thinking in these terms. Don't be obnoxious about it. ("We need to be in each other's arms, baby …") Just don't treat her like a sacred, fragile porcelain doll that needs to be handled gently.

Here's an example:

You've been talking about how cold it can be in the city you live. "You know," you say, "we may have it cold, and it sucks for us when we have to plow snow out of

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the driveway, but at least we're not sweating to death in the jungle somewhere. You know what I mean?"

Or, for a more specific use of the "we" and "us," let's say you've been talking about the strange people in your family.

"It's interesting," you say. "We've both had the same kind of weirdness in our families. We've had to do so many things to make sure we broke away from that and wound up normal. It's amazing we turned out so well. You know what I mean?"

Find these points in the conversation wherever they come up, and don't make too big an issue of them, but nod agreement and look amazed that she is describing situations you feel the same about (even if you *don't* a good deal of the time.) By sharing these moments, you build up her trust in what she sees as common experiences between you.

Another use of language to build up the familiarity is by taking small liberties in conversation that you wouldn't normally take with someone unless you were already comfortable with them.

For example, let's say you're at the bookstore, and you just started chatting with Mona about her book by some obscure Norwegian author.

You say, "Hmm, that book sounds interesting. Let me take a look." And you hold your hand out for her to give it to you. When she hands you hers, you hand her your bag or whatever you've got in your hand over (without looking at her) and say, "Here, hold this for a sec, will you?" And ninety-nine times out of a hundred, she'll take it from you and hold it without a second thought. You've not only demonstrated that you're comfortable with her, but you're also starting a little bit of the 'you-do-something-for-me, I'll-do-something-for-you' attitude. Transactions between you and her help to build rapport. Not to mention, she's probably used to people who are too afraid of personal boundaries at first that they come across as too distant. You are ignoring this and pretending you already know her.

These are subtler, but you'll get the drift as you get more comfortable dealing with women in general. It's an air of casual attitude that says you're not going to treat her like a princess just because you're intimidated by women or strangers. You're *interested* in her, but she does not ***stun*** you.

The best way I've found to pick up and learn the subtleties of this attitude is to find those people you know that never seem to have a problem talking with anyone and watch how they do it. They always seem to have this very matter-of-fact attitude that says, "Hey, you can trust me, because I'm already trusting you." It's already assumed,

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and they're casually slipping in under everyone's defensive radar. **They never act like strangers.**

Do not push too far too fast the first meeting or two with her, but keep things building, and *assume* the trust that you want her to give you. Remember, it's always easier to ask for forgiveness than permission.

One more area that I've found is effective in inducing familiarity is to use women's terminology when you're talking with them. If you've ever listened to a woman talk about their life and the nuances of being a woman, you'll notice that they like to use certain terms and phrases. For instance, when they're not having a heavy part of their period, they call it "spotting." If she's around that time of month, she sometimes feels "tender." Occasionally using terminology that she uses only with her women friends will make you seem much more understanding of her and her unique situation in life, which is one of the things she wants to feel.

Something else I once did along these lines was to read a book on women called Woman: An Intimate Geography by Natalie Angier, which I highly recommend you read. It helped me pick up on some of these terms, while also educating me about some unique female physiological differences. I even discovered some interesting trivia about them that I found most ***women*** didn't even know about.

When you can show that you know a woman better than she knows herself, you will really impress her. Take the time to educate yourself about women and their unique physiology and psychology. It can only help your seductions.

(Take care, though, not to identify too closely with what you learn too closely or you will risk turning into a "Male Feminist," the worst kind of Nice Guy.)

Use Mirroring

This technique is effective in giving people the feeling they are with someone who is just like them. What you should do is emulate the way your target is sitting or standing. Don't imitate it, or you'll risk being figured out. Just subtly change your posture and stance to be a reflection of hers. If she's got her arm on the table, put yours there. If she's crossing her legs, cross yours the same. If she's tilting her head, tilt yours slightly. If you can, use similar gestures, and even similar words. These all work to deepen the affect of "Hey! You are just like me!"

Once you've been with her for a little while, you can further this process by pacing your breathing to match hers. She won't notice it consciously, but the more your

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physiology is similar, the more she will feel a close sense of rapport. Then, when you've really established a link, you'll start to see that she will unconsciously mirror **you** after a while.

Point Out Similarities

I make this a priority in any flirting or pickup situation, and it helps people realize that they are not as different from me as they think.

During the process of talking with a woman, you'll find some of those "it's a small world!" coincidences, like her aunt's best friend grew up in a town you once lived in. You should make it a point to bring these up when you spot them, even if you have to interrupt her. Just throw in, "Hey, I lived in XYZ-ville, too! Wow, small world." Take note of it and go on.

Explore it completely so you can get maximum mileage out of this. For example: if you both lived in the same area, start asking questions about common landmarks. "Do they still have that old restaurant by the lake?" And then go into sharing memories about those common locations. The more effectively you can do this, the more she will start to feel like she shared those memories with **you**. If you have to, you can use places you've both visited as a start.

Whenever you need to, you then pull this common fact out to rekindle the familiarity. "Hey, for someone who grew up in XYV-ville, you're kinda smart." Bring it up from time to time, however, don't let this be a substitute for new and fresh dialogue with her.

Strong, Consistent Eye Contact

As I've stated several times, eye contact establishes dominance, and it will also help her feel that rapport with you. Keep your eye contact strong and seductive. Make sure that you keep your eyes on her when it's important. Don't let them wander over to the waitress's ass, or the way her hard nipples are staring right at you. You have to show some self-discipline. Every woman I've ever asked has said that the biggest turn-off when she's with a guy is to have him check out another woman. Control!

She has to feel like the center of your universe when you're working with her. Keep her feeling unique and special, and you'll keep her attention for as long as you need it. Lock eye contact as much as possible.

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Charged Words

A seduction is a bubble of magical influence on a woman. In the game of seduction, you must master the art of using charged words to convey your meaning and to drive her forward. You do not speak in words that other men use habitually and lazily. You must learn to **choose** your words, as well as speak them with a seductive rhythm.

Injecting your conversation with charged words works on two levels. Her conscious mind will recognize that you have a poetic and romantic affect on her. Eloquence with your words is something a woman is not used to. She typically only hears charged words in her romance novels, movies, and masturbation fantasies.

On another level, charged words work as suggestions to her subconscious mind. This is not the same as hypnosis, since suggestion is a more established and subtle technique in seduction. Here's a simple suggestion trick that can prove the power of suggestion in a very simple experiment:

Have a friend of yours sit still for a moment, and ask him (or her) to spell "pots" ten times out loud. Then tell him to quickly answer your next question: "What do you do at a green light?" At least eight out of ten people will say "stop" instead of the correct answer, "go." When they were spelling "pots," their subconscious mind read it backwards and thought: "Stop."

Suggestions pave the way to more erotic talk as you work forward in the seduction. Here are a few charged words to get you started. You can think of quite a few more, I'm sure.

Excited/Aroused	Hot/Steamy
Electric	Scintillating/sparkling
Silky	Passionate
Thrusting (be careful with this one!)	Sensuously
Desire	Forbidden
Musky	Tingle
Massaged	Quivering
Safe/protected/reliable	Trusting

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Use words that describe physical states and things she can imagine touching with her fingers, or feeling through her senses. Use this with her modality (See the **NLP** section later in the book) for maximum effect.

Another good (and very tricky) way of using charged language to feed her suggestions and get her taking the more sexually aggressive role is to feed her a *double entendre*. A double entendre is a phrase that can have two meanings, one normal and one usually very dirty. Words like *come, breasts, suck, hard*, and many others can all be used in more than one way.

- "Boy, this is really **hard**." (Talking about a popsicle.)
- "I didn't **come** with her." (Talking about a party you went to.)
- "I need to pick out some **breasts** for dinner." (Talking about chicken.)
- "It just doesn't have the **sucking** power." (Talking about a vacuum cleaner.)
- "I almost **rear-ended** her." (Talking about a car accident.)

You simply make this mistake *on purpose*, and then pretend it was unintentional. Let **her** be the one to figure it out and laugh, while you get to tease her for having her mind in the gutter.

Let me give you a true example of how you'd use this in real life:

There's a very cute woman who works at the Safeway near where I live. I flirt with her all the time, and I make it a point to get in her line when she's running the register. The other day, I had just grabbed a cart and was on my way in to do my grocery shopping. She was just coming out and we met at the door.

"Hi!" she said, in her usual squeaky voice.

"Hey!" I said. "Where are you going?"

"On break. I'm **so** tired!"

I said, "You can't go on break. You have to be ready to *check me out* when I'm ready to go." I kept a perfectly straight face when I said this.

She smirked a little, and I could tell she had caught the double entendre. "That's a shame, but I have to take my break now, or I don't get it. Can I 'check you out' another time?"

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"Excuse me? Oh, you're so **bad**! You women have such dirty minds. I didn't mean it that way!"

And I said this in a way that would leave her wondering if I did or if I didn't mean it "that way." We locked eyes for a second before I walked into the store.

I've used this dozens of times with women, and it never ceases to amaze me how willing they are to jump in and take over the "dirty minded" role. The more offended and "shocked" you act about them misinterpreting what you said, the better the reaction. Be sure to bring it up from time to time to tease her after she's done it, and watch the reaction. She will start to enjoy it and work it.

As you might have figured out, this is another form of the Role-reversal. Women **love** to take over the sexually aggressive role in situations like this. It's a bit tricky when you first try it, but if you handle it right, it's also GOLD.

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The Method

The Seduction Method is a simple three-step process. If you follow these steps and work to improve your technique, you **will** be successful. They are time-proven methods to seduce your target, and they do not require you to perform a hypnosis act upon her. You will use both overt and subtle methods along the way to reaching your goal.

Here is the outline of the Seduction Method:

1 - Target: Select the woman you wish to seduce, introduce yourself, and test for suitability for seduction

2 - Progression: Steadily increase the intensity of your encounter(s) until the goal is achieved

3 - Sharpen: After the seduction or seduction attempt, learn from your experience and improve your skills by using a cold, critical eye

At first glance, this may seem a bit over-simplified, but it is the essential formula for seduction success, from start to finish.

You will spend most of your time and energy in Stage 2: *Progression*. The 80/20 rule states that twenty percent of the time you spend on a task will yield eighty percent of your results, and this is just as true here. It takes only a little time to find a woman you're attracted to and interact with her, and just a small amount of time after your seduction to review what worked and didn't work. But most of your focus should be on the constant increase of intensity associated with Stage 2. Working on the progression, the escalating sexual intensity, is where you will work the hardest. (If you can really call this "work…")

There are a few foundational principals we will cover before exploring these three stages, and these concepts are very important. Once you understand how they work, you'll have the ultimate tools to seducing any women, because you'll know how the dynamics and flow of **The Seduction Method** works, and you can adjust your plan and be flexible. These form the underlying attitude of the Master Seducer.

Let's be very clear here: You **must** be flexible in your approach. If you go in with a scripted list of events that you follow in exact order, without watching for her

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feedback, you're going to crash and burn before your seduction is complete. The first unscripted thing she does that you're not prepared for, you'll freak out. You'll be like a computer program that crashes because it encountered a "critical error." You might even wind up grabbing desperately at straws to try and fix the situation.

Reboot. Retry.

On the other hand, if you can stay flexible, you'll be able to step back from her when necessary and re-assess your progress. You'll be able to adjust on-the-fly, like a plane making course corrections and accommodating different wind speeds and temperature inversions. You'll be the Master Seducer.

I'm reminded of a line by John Travolta in "Broken Arrow":

"Battle is a highly fluid situation. You plan on your contingencies, and I have. You keep your initiatives, and I will. One thing you don't do is *share command*."

Seduction is exactly the same. You must stay fluid with your approach. Plan for contingencies, but do not give up your ability to keep the initiative.

And *never* share command … this means with the woman. You cannot entrust the success of your seduction in the target's hands. **You** are the only one who can guide the entrancement – the Seduction – to its inevitable conclusion: getting her into bed.

Let's be clear again: You are not taking her anywhere she wouldn't go willingly. But you must be the one to help her get where she **wants** to go in spite of herself. Most of the job of a salesperson is helping a person buy what they *already want*. Your goal is no different.

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FOUNDATION 1: Escalating Excitement

The first, and most important principle you must learn is the **Principle of Escalating Excitement.**

This is best illustrated by a rather simple example:

Let's suppose you were to drop a frog into a pot of boiling water. The second his butt hit the hot water, he'd jump right back out. The shock just overloads him and he leaps away. However, if you drop that same frog into a pot of lukewarm water, and then start turning up the heat slowly, he will keep swimming around, getting sleepy and slow, not noticing that the water is getting warmer and warmer. By the time he realizes his situation, he can't jump out. He's cooked.

The same principle works with a woman.

In order to achieve your goal, you must be aware of the dynamic at work between you and the woman you have targeted. She is a woman, and has a built-in thermometer on her excitement level. At each stage of her familiarity with you, she has to overcome a certain level of built-in mistrust in order to keep interacting with you.

How does this work in real life?

Let's explore two situations. In **Case 1**, John is aware of his situation all the way through the process. He's also aware of Alice's interest, and what must be going on in her head the whole time. In **Case 2**, John ignores Alice's cautiousness and puts his goals before the reality of his situation. Compare how they play out:

CASE 1: John sees Alice at a bar. He walks over and orders a drink as he stands next to her. He noticed that she was drinking a cosmopolitan, and he orders the same, making sure she hears him order it. While he waits for the drink, he looks over at her and her drink and comments. "Hey! You stole my order! That wasn't very nice. I was dying for a good cosmo." She smiles and shrugs. "I guess they're popular tonight," she says. "It just seems like the right drink, doesn't it?" he asks. She nods, and he keeps on talking, teasing her gently, but backing off from going too fast. At one point, when she finally looks really interested, John says, "Well, I better go see if I can find my friends. Nice talking to you." And he starts to walk away. At the last second, he turns back and says, "You want to come look for them with me? The worst thing that could happen is we find a table instead of the bar." She agrees and goes along.

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CASE 2: John sees Alice, orders the same drink, and strikes up a conversation. Except, right after he jokes about the drink, and she nods favorably, he says, "You know, you and I should find a table somewhere and talk. Whaddya say?" And she smiles nicely (that nice smile that always tells you: "Gee, I don't want to hurt your feelings, so I'm going to try and be nice about this rejection") and says, "Well, I'd love to, but I've got a friend I'm supposed to be meeting here in a bit. I wouldn't want to miss her." John just nods and turns away. Jilted again.

At every point in these interactions, if John goes too far, too fast, he will overload her pressure cooker of excitement and the seals will burst. He'll get a reaction like he did in the second case. Alice will wake herself up from the fantasy when she feels that the pretense is too much. Your "frog" will leap out of the boiling water. She won't go past her limits.

However, if you can keep the intensity *just below that overload level*, turning the heat up on her very slowly, you will find that she will follow your lead. She'll stay in the pot until the very end …

Another way to explain this is, until you get her emotionally involved and excited in some way, she's not participating with you in this seduction – she's only observing. Turn up the volume. Raise the stakes. Heighten the experience. This is the only way to seduce her.

FOUNDATION 2: The Power of Anticipation

There used to be a commercial that showed how thick and rich this particular brand of ketchup was. They would show people salivating, watching and waiting for it to pour out, and the commercial ditty would be singing about "*An-tic-i-pation* … keeps making me wait…" And the ketchup would pour *verrrrrrry* slowly…

This is the kind of power you want to have over your target. She has to feel that she has wanted this for so long, that she **must** have sex with you. The more you can build up the excitement and passion, the stronger and more successful your seduction will be.

You do this by building up the intensity by keeping what she wants always just a *little* beyond her reach. You don't do this in a taunting, Nyah-nyah-nyah way. You simply show her opportunity, and then take it away. Keep building anticipation.

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There's a saying that the most enjoyable part of Christmas for kids is the two weeks before, when they see the presents under the tree and wonder what they're getting. By Christmas afternoon, they're bored of their new toys, watching the Simpsons and dreaming of next year.

Keep her anticipating and wanting what you have to offer, right until the very end. It takes discipline and patience, but it is essential.

FOUNDATION 3: The Occupation and Redirect

The next principle is essential for you to have the most success in seduction. This theory comes from martial arts application, and it is known as the "occupation." I will refer to this concept several times throughout this book, so it is critical that you understand how it works.

In Shaolin Kenpo, a form of karate, you seek to block your opponent's attack, and then evade. You then have the chance to counterstrike or withdraw from the situation. At the first part, when you block their strike, you can use your arms to deflect a punch or a kick.

However, there is another option to outright blocking their attack, and that is when you want to redirect their blow away from you, but *not lose track of where they are*. You don't simply knock their fist away. Instead, you want to reach out to meet the blow, and keep your hand against their arm to control and guide it, and the whole time you are aware of their physical proximity to you. You don't push their energy away or smash it; you gently ***guide*** it.

By doing this, you do not let them get out of your awareness, and you don't push them away, either. Once you have control by your Occupation, you then use the principles of Aikido (another martial art) to use your opponent's energy and move them, redirecting their energy toward **your** goal.

In seduction, you apply just enough pressure to keep things moving forward, but you do not overwhelm your opponent. (Don't boil the water too quickly.) Then, you occupy her and sense where she is resistant, as well as willing, and redirect that into energy that works for your seduction.

I know that this sounds very philosophical. You're wondering, how does this apply in the Seduction Method? Here's a strategy to illustrate:

Whenever a woman asks you a question, we know that you never answer it directly. Most often, her questions are a way to explore what you're thinking so she can then use this information to shape her own thoughts. Most women will start asking you

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questions before they've made up their mind, and they do this because they're not quite sure what they're leading towards. It's up to you to guide them back.

When she asks you why you didn't call her, you don't supply a reason – you ask her, why do you ask?

When she asks you if you are some kind of "player," you don't say "*No*," you ask her what she's concerned about. Why do you ask?

When she asks you if you you're looking for a serious relationship, you don't have to lie and say "yes," you ask her, why is that important to you?

When she asks you if you have a condom (and you're not in the bedroom or undressed yet), you ask her, why do you want to know? (**Not**: "Hell, YEAH, baby!")

You **occupy** her with your reply question so you can hear more about where she's going with it – because it most likely is not where you assume. If you give her the answers to all her questions up front, it's like opening your kimono and flashing her. Yes, you're answering all her questions, but you're also breaking the Veil of Romantic Illusion at the same time.

Occupation. Keep her attention with you, without seeming like you're doing this on purpose. You do this by keeping **your** entire attention on her. You feel what she feels, see what she sees, and hear what she hears. You are conscious of everything she is so that you can predict where her energy will go next.

If you sense her start to withdraw her attention, you know that you don't want to push for her to leave with you quite yet. And, conversely, if she seems really eager to leave with you, you won't hesitate to leave when the time comes.

Take her energy and *move with it*. Redirect it to your goal.

Most guys tend to move too far too fast with women. You need to learn how to stand back and relax. Don't push too hard. Stop being in such a hurry.

Your objective is to move just a little slower than she wants you to for maximum seduction effect.

How do you do this?

Figuratively speaking, you must always have your fingers on her pulse, counting the beats to see if you've excited her or bored her. You have a hand on her back to feel if she's starting to perspire or drying out. You have your ear to her lips to listen for her breathing – is it shallow or is it deep and panting? You see her body language so you know if she's inviting to you or she's still holding you off. And you do all these things without applying so much pressure to your touch that she becomes aware that you're

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monitoring her so closely. You do this without seeming to expend any energy or effort of your own. This is all going on behind your eyes, as you lean back and maybe even act a little disinterested.

I'm sure this can sound very spiritual and strange, but it's really very simple to implement.

Here's another example:

Patrick is talking to Ivana over their drinks. He started a conversation about her watch, and they started a good conversation.

Ivana: "My friend Klaus is coming in from Europe next week. He's from Germany."

Patrick: "Wow, that's quite a trip. Is he an old friend?" He smiles and winks, as if to say there might be more there. (Note: *Never* act jealous about other men she mentions.)

Ivana: (Who stares down at her drink and looks a little sad) "No, he's just a friend, but he wants more than that, I think."

(Now, Patrick sees her reaction, and he realizes that he may be walking into a minefield if they keep talking about this topic. Anything negative or distracting will put her off his seduction path. Klaus may want her, or she might be thinking about wanting *him*, or any of a million things. But Patrick wants her to be thinking about only ***Patrick***. He knows that he must redirect her energy to something positive if he's going to continue with Ivana.)

Patrick: "You know, I was about to head over to the Elbo Room over in the Mission. I bet you don't know the first thing about dancing to Latin music, but I could be convinced to be seen with you." Smiling to let her know he's busting her chops.

Ivana: (Looks up and smiles back, her train of thought obviously broken.) "What do you mean ***I*** don't know how to dance? Want to bet? Let's go check it out."

Patrick's tactic was a *pattern interrupt*. This is a valuable technique to remember because it stops her from going into a cycle that is often very hard to gently break back out of. Sometimes a drastic move is required to keep things from going down the tubes.

Patrick stayed aware of Ivana's state by watching her body language and interpreting her signals. When she looked at her glass and looked a little distracted, he

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couldn't know for sure what emotions were really at work in there, but he did know whatever she was thinking about Klaus was not helping **him** at that moment.

If Patrick hadn't been practicing his Occupation on her, paying attention to her body language and the situation, he might have said something blundering, like: "Oh, what's the matter? Don't you want to see Klaus?" She might have said, "Yes," which is an instant crash and burn. But now she's still falling into an obviously guilty state of mind. She might be feeling bad for leading this Klaus guy on while she's sitting here, in a bar, enjoying her time with Patrick. Her mind starts to run wild with negative emotions, killing Patrick's chances at seduction.

What Patrick did was distract her from the whole Klaus topic. He changed the subject over to another situation where he could regain her attention – Latin dancing at the Elbo Room – and even busting her chops (challenging her) in the process by saying he wasn't sure she could dance to Latin music. That snapped her out of her funk.

You might wonder, what should Patrick have done if Ivana had remained depressed and started talking about her Klaus situation, crying on Patrick's shoulder?

First of all, if he didn't take measures, Patrick would have wound up as Ivana's therapist for the night, since she would have found a "nice guy" to listen to her woes. If Ivana feels she can lay her emotions on Patrick, instead of building up sexual tension with him, they may go to bed later – *but not with each other*.

This is where a lot of "nice guys" make their biggest seduction mistake. They believe that if they just show a woman how soft and sensitive they are, how understanding and sympathetic they can be, women will just open up the doors of their hearts and let him waltz right in.

Absolutely and completely **wrong**.

Women sleep with men who excite them and interest them, not the men who serve as emotional toilets for them. (And the women who do sleep with you after flushing their negative crap down your throat are not the women you ever want to get involved with.) Remember, you start with seduction because any relationship you choose to have after this point **must** start this way. When men try to be "friends first" with women, they find that the woman usually calls them a few days after he's kissed her with this speech:

"Hi. Look I don't want to change what happened last night, because it was wonderful and everything. I just don't want to take a chance on ruining our friendship."

And what inevitably happens is that the guy A) doesn't get sex, B) gets a friendship that makes him angry and resentful, especially when she starts talking about the guy she is banging, who sure as hell never started out as her 'friend.'

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Always start with sexual interest in a woman. You don't seduce women by sneaking in through the back door of friendship.

Seduction Strategy: Don't Panic

There will be times when you will lose your cool. You'll see a target start to slip from your grasp, and you'll want to jump forward and fix the situation, throw compliments at her, whatever it takes to bring her back into the seduction.

Don't do it.

Stay calm and level headed. When you feel a woman pulling away, you don't pull or push her harder – you let go *even more*. There's always a reason for a woman pulling away from you, and that will have to be addressed directly. If you ignore the real reason, or can't see it, you'll end up scaring her off.

A woman needs a certain buffer of distance between you and her in order to feel comfortable enough to step forward and express her interest. If you're too much in that buffer, she'll feel closed in and smothered. Use your Occupation skills to identify and maintain this distance.

Seduction Strategy: Have a Wingman

If you've seen the movies "Top Gun" or "Pearl Harbor," you probably know what the concept of a wingman is in aerial combat. You have someone you can trust to cover your tail in any situation, and to assist each other along the way. It's also a sound strategy to have in singles combat, too. There are numerous benefits to having one or more guys with you that can assist in your seduction situations. Here are just a few:

- *"Watch my six"*: Most women do not go out alone. They usually have at least one friend with them, and they often choose friends who are not as attractive as they are to help boost their esteem and chances at getting a guy. (Though, they'd **never** admit this.) Sometimes the women they bring are nice enough, and they'll even help things along – to a point. If your target's friend (or wing-woman) senses that you're trying to seduce her friend, she could cockblock you from getting a score. You need someone to keep her occupied so that she doesn't interfere with your work.

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- *Backup*: Sometimes the woman you're interested in is with a group of friends, and it's easier to break into their clique by having someone on your side. You won't feel as alone or intimidated.
- *Support*: You don't have to feel like you're going solo every time you go out. Having a friend with you for moral support is a good way to avoid the bitterness that can come from too many nights out and not enough results.
- *Learning*: You want someone you can fly with that can show you a few new maneuvers. Don't ever underestimate the value of hanging out with an experienced seducer. On the other hand, do not hang with a wingman that is significantly *less* experienced than you are. He will cripple you by not understanding how **The Seduction Method** works. Give each other feedback on improving your game.

Seduction Rule: Sunk Cost

A competent seducer also knows when to give up on a target. The rule of Sunk Cost says that no matter how much you may have invested in a seduction, if you decide that the probability for success is low, you must back off and *let it go*. You can't recover any of your lost energy. You will only be throwing more valuable time away if you keep pursuing where you don't have potential.

One of the most important reasons you need to be able to stop and redirect your energies is that if you chase too many losing prospects, your attitude will suffer, and your confidence will lower as a result. And when your confidence lowers, you'll go into a slump, and your entire ability to seduce and bed women will vanish.

I'm sure you've seen this happen when an athlete experiences a slump. A professional baseball player goes into a season with a few hits, but suddenly they start striking out. Before you know it, their average has dropped from .337 to .180, and no one knows what is going on. Well, what has happened is that he's lost his confidence, and he can't play at the top of his game when his mental game is shattered.

So don't let any single seduction matter so much to you that you start to sell your own self-esteem along the way. You want a woman that is obtainable, and there are some frustrating women out there that love to tease and control men. You must be able to figure out when a woman is taking you for a ride and when to cut your losses.

It takes a lot more energy to get your game back when you lose it than if you just keep your attitude solid along the way.

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Set a threshold on how much energy you will expend on a seduction, the same way you might set a limit for yourself at the craps table. Those who gamble more than they can afford to lose will always find themselves spiraling out of control.

Seduction Rule: The Fickle Factor

In all seductions, you must realize that there is always an unpredictable element that can jump in at any point in the game and kill your seduction. I call this the Fickle Factor. There's nothing you can do about it when it strikes. (It lies outside your sphere of influence and control.) It typically shows up when you sense a woman is "weirding out" on you.

For example:

Bill had been talking with Rosalia for an hour. He met her while shopping at a local electronics store where she was looking for a new stereo. He stepped in and helped her avoid the pushy salesmen in the store, and he took the opportunity to start teasing her and charming her. She responded well, and he suggested that they go get a smoothie at a local Jamba Juice. Rosalia went along, and they sat outside talking. Things were going well, and she had even started touching him and holding his hand after he had done a quick palm reading on her. He knew it would be pushing too hard to ask her to come back to his place to see his stereo setup, so he decided that he'd leave her while she was still wanting more. (Besides, he had a meeting setup later that night.) Bill asked her for her phone number. Rosalia immediately pulled back and became very distant. She made up a hurried excuse about having to be somewhere, checking her watch, and then she thanked Bill and walked off in a hurry.

A lot of guys have this sort of thing happen and wonder, "What the ***&%@#*** just happened?" I'll tell you from experience that it's very disturbing.

The truth is, there was nothing wrong with his approach or his seduction strategy. It worked flawlessly. But the Fickle Factor reared its ugly head.

What was up with Rosalia? Just about anything is possible.

- She could have been unhappily married and just toying with the idea of stepping out on her husband.
- She may have had some severe trust issues.

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- She might have only wanted to flirt, but when she realized that this could go further, she freaked.
- She could be a nut case.

Whatever.

Ultimately, it doesn't matter what her problems were, as long as you can still separate the fact that there is *always* a random element in every seduction that you cannot control. That's the Fickle Factor. Sometimes your performance is dead-on perfect, and you just have to take heart in the fact that the circumstances weren't quite right.

Simply throw your hands up, and **let it go**. There are so many women out there in the world, you don't have the time to cry over the one that got away. You'll just be stealing precious time from the next one that you do succeed with.

Your battle cry is, **"Next!"**

You miss an opportunity – **"Next!"**

You call her and she doesn't call you back – **"Next!"**

You are always ready to move on.

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STAGE 1: TARGET

Targeting requires some skill, contrary to what you may think. You just can't pick at random. If you are looking to seduce and bed *every* woman you come in contact with, it may prove a noble goal, but not very realistic. You have to learn how to target a woman that is not only interesting to you, but is capable of being seduced. Some of these targeting skills overlap with your second stage, *Progression*. You do not commence your seduction until you are confident that you are working with a suitable target.

Here are the characteristics you should look for in a target:

Happy, **but not *too* happy**. Women who are depressed or otherwise emotionally distracted will be more difficult to reach. However, if she is just *slightly* preoccupied with something (and does not dwell on it all the time) you have an opportunity to be the man who takes her mind off her woes. She will pay you handsomely for that feat. Just be aware that eventually her concerns will return.

You're looking for *constructive discontent*. No one is happy with the way things are. Everyone is looking for the greener grass. But those with the grass that is in bad shape will be more interested in your style of lawn care.

Stable – There are as many unstable women out there as there are men. There are many who argue that there are *more* unstable women due to the complex emotional lives they lead. You should do your best to avoid a woman who is emotionally handicapped, because your strategies will have inconsistent results, and you will begin to doubt your abilities rather than her responsiveness – and it's not you that's at fault.

Available/Open – There are many women you will encounter out there who are not available to you for whatever reason. Some will be happily married. Others will be happily dating someone else. Still others will just not be interested in *you*. Just remember to focus on the areas that you can *control* or *influence*, and don't get lost in the zone outside of them. In order for a seduction to occur, you must choose a target that is available and open to your advances. You can usually figure this out within the

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first couple minutes of talking with her, and when you get experienced, you'll sometimes be able to tell just by watching her body language for a while.

Your goal in this step is to find her and qualify her as a suitable candidate for seduction. You do this by testing her. And you always remember that it is your prerogative to drop her at any time if you feel like it. **You** control the situation.

The Big "M"

First of all, let's set one ground rule in particular. There are some women that you should obviously not bother to approach if you can recognize their status up front.

Some women wear this large precious stone (typically a diamond) on the third finger of their left hand. It's called a **wedding ring**. It means that she is emotionally and legally obligated (sometimes that emotional part vaporizes) to another man.

Yes, I suggest you ignore married women, guys. Take it from me, the first time an angry husband calls you in the middle of the night, you'll be wishing you stuck with the single women. I once had to change the name on the apartment directory where I lived because of this, and it's scary to walk outside wondering if there's going to be some guy waiting for you when you leave the house. Don't go there. Your peace of mind is much more valuable.

You can flirt with married women, but do not practice your seductions on them. Charm them and then network to their friends. If you do this right, they will hook you up with some incredible warm contacts to work your magic on.

Subjects to Discuss

Here are some good things to talk about with women that will keep the excitement and attraction moving up, like the mercury in a thermometer. This goes back to our discussion of using charged words and exciting topics. You want to keep raising the stakes of the conversation so that she is more and more emotionally and sexually involved. You want positive, fun, seductive topics that bring you closer to an intimate bond with her.

You never want to discuss those things that would make her doubt you or her attraction for you.

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Intimate secrets are best left unspoken. Women say they want you to be honest, but never *that* honest.

Things to Talk About:

- Experiences from her past that she can describe to you and relive at the same time. What was her favorite vacation, and why? What was the most uplifting experience she ever had? Why? What did it feel like? What did she hear/smell/touch?
- Positive news stories – uplifting subjects
- Her dreams and goals. What's her dream house? What are her goals for the next year? Where would she like to vacation?
- What-if questions, like what she would do with a million dollars, or where she would live if she could choose anywhere in the world?
- Use her name as much as you can. As we stated before, she'll feel a very commanding and confident aura given off by a man that can use her name. It demands our attention, and it personalizes everything you say.
- ***Teasing***. It goes without saying that you always tease her a little on whatever topic you decide to talk about. Teasing cuts through her need to develop trust for you and puts her in a position where she feels like she did as a little girl, trying to get approval from the boys on the playground. Another subtle affect of teasing is that we feel a certain assumed familiarity with people we tease. It's as if we already know them, because why else would we be interacting like this with someone in this playful way unless we were familiar? *Teasing is your quickest shortcut to seduction*.

Subjects to Avoid

Just as there are topics to talk about, there are topics to steer clear of. *Always avoid conversation that works against a positive sexual attraction between you.* No matter what a woman says, she will ***never*** be more attracted to you for telling her something negative about you – no matter how honest you're being. Save your confessions for your priest.

Things to Avoid Talking About:

- *Any subject that puts you down, or makes fun of you or your weaknesses.* Don't joke or make fun of yourself or your looks with her because it will look

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as if you're looking to get sex from her out of pity. This will repel her right away, guaranteed. The only way you can pull this kind of joke off is if you make it clear that you're being sarcastic about your looks. I suggest you avoid any self-deprecation. I usually joke with women in the other direction. When I have a sunburn or a pimple, I'll say, "Don't hate me because I'm beautiful." Given with the right attitude, this shows her you're self-confident.

- *Any negative, violent, or horrible news stories* (tragedy, death, murder, rape, war)
- *Nothing frightening, like ghost stories or horror movies*
- *Avoid any sexual topics that she didn't initiate*. If she starts talking about sex, you can, too, but let **her** be the one to push the topic. Just because she mentions how her roommate's sex screams keep her up at night from the noise doesn't mean you should then ask her about how loud ***she*** screams. Play with the topic of sex, so that it seems like you're not going to let her take you in that direction. Tease her about having a dirty mind, or that she's "only got one thing on her mind." If you seem slightly pure and slightly corruptible at the same time, you'll allow her to exercise her dark and devious side a little. Women so rarely get to do this with men. (Role Reversal.)
- *Don't use put-downs*. I said before that you need to be teasing her, and you also should know that there is a boundary you can cross over from playful teasing to outright insults. Teasing always ends with a smile and a way for her to understand that you are just joking. Don't tell her that her dress looks cheap. Instead, tell her you're not sure if you like that color on her (just like in Tease-to-Please which we'll explain shortly). Then, let her start selling you on the rest of her wardrobe. (Remember: Don't try to impress her; let *her* try to impress ***you***.)

  This is where learning how to use Occupation with her will help you immensely. Make sure you're watching your target's responses to your teasing. If she seems very easily offended or hurt, and you know for a fact you are <u>not</u> insulting her, lean back for a while and take a look at the situation. You might have a woman that is just uptight. If you think you have a bitch on your hands, you should consider moving on. She will hold your attention because she's difficult and a challenge, but you'll spend most of your valuable seduction time trying to excite a woman that is always angry and contentious.
- *No Dirty Jokes*. I'd like to think this is obvious, but a lot of guys get pulled into a false sense of security when they hit it off well with a woman and start to think they can treat her like a buddy of theirs. Like a ***guy*** buddy. You have to show some restraint and never tell any dirty jokes, or even jokes that are a

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little off-color.
I used to like using jokes (clean ones) as a way of demonstrating my sense of humor to women, but then I noticed that women generally don't enjoy jokes the way men do. Women like humor that's part of the natural flow of conversation. I recommend you keep the humor isolated to your observations and your teasing of her. It's the safest course in seduction.

- *Do Not Swear*. The use of profanity is almost epidemic now. Everyone swears, and every year that goes by, they even get away with saying more and more on television. I've dated women who swore so much that when they go into a bar, sailors come running out.
  I once had an eighth-grade English teacher that made a lasting impression on me by explaining that when *everyone* uses foul language all the time, it ceases to have any real affect. She was right. Those people that curse all the time end up seeming a bit shallow, as if the only impact they can have is by being as vulgar as they can. My teacher's point was not that you should **never** swear, but that you use it as a little bit of spice when it's needed. Not all the time.
  Remember: A true gentleman does not need to swear. He can make his point with intelligence instead of vulgarity.

- *Do Not Contradict*. No matter what she may say to you, remember that you're not in this game to be *right*; you're in it to get *laid*. If she says she likes country music, *do not* tell her that you don't like country music. Just ask her **why *she* likes it**. Guys who always have to express a contrary opinion come across as low self-esteem idiots, and women are immediately turned off by them. Every single time, without question. Leave your ego at the door. She wants acceptance, not rejection.

The exception to this is when she says something offensive, such as expressing prejudice or conflicting with a core belief of yours, or insulting you. If you feel that your need to set her straight is more important, go right

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ahead and put your foot down. You have to do this from time to time to show that you're not just seeking her approval. Just do it without attacking her or making her feel like an idiot. (Even if she is an idiot.)

- *Do Not Complain*. She doesn't want to hear complaints about your athlete's foot, or your car repairs. Remember that the tone of a conversation should always be positive and exciting. Complaints are the ultimate downer in any conversation. This includes commiseration, or sharing your troubles. Complaining comes across as a plea for sympathy, and that's pitiful in her eyes. A self-confident man takes control of his life and makes it what he wants it to be, instead of complaining about how it isn't what he wants.
- *Do Not Compete With Her Or Show Off*. It's tempting to brag or tell her stories that show you've got something to impress her, but this will *always* backfire. She is impressed by a man who is impressed by ***her***.
  Watch out for any woman who strokes your ego too much, since this really is just a control tactic. They know we men respond to this more than anything else. Don't fall for this trick. Keep your conversation focused on her at least 75% of the time. When she steers it over to you, she's trying to get you to talk about yourself, possibly to build trust in her mind. Every word you say about you could disqualify you in her mind. Don't help her screen you out.
- *Don't Kiss Her Ass Or Pursue With Your Words*. Treat *yourself* as the object of desire. Not her. One of the universal errors men make is putting a gorgeous woman up on a pedestal – or any woman on a pedestal, for that matter. You do not want to use compliments or obvious attempts to boost her ego as part of your conversation. Instead, say with your words and attitude that **you** are expecting to be the one pursued. Saying things like, "Oh, you're back so quick. You must have missed me." Or, "Be careful, if you keep hanging around me, I might think you're stalking me." Statements like this are funny, as well as communicate a level of challenge to a woman. She'll realize you're different, and that will start her feeling attracted to you.

If she starts talking about anything that works contrary to your seduction, you must guide her back to a positive state again. Don't trust **her** to stay on the positive side! Conversations can often swing into the dark and dreary, and before you know it, she's lost her attraction – not because of *you*, but because of the mental state she's put herself in. When things start to slip, use the tactic discussed earlier and control her with questions. Use a pattern interrupt, if necessary.

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The Ultra-Pause

If you want to learn how to captivate a woman's attention, you need to learn how to use pauses to your benefit. Pausing is a way of letting a woman know that you've got self-confidence, but in a way that also drives up her curiosity. Only a self-confident man can stop and hold back from speaking or acting on his every thought. An impulsive man (i.e., low confidence and self-control, immature) will just hurry through whatever he's doing with blinders on, hoping to get what he wants.

Pausing shows ***restraint***. Here's how to use the ultra-pause for effectiveness in seduction:

- **In conversation**: If you've been talking to her, and now you're ready to make an impact, ask her a question and leave her hanging for the answer.
  You say, "I bet you'd like to know which feature of yours makes you stand out in a crowd, wouldn't you?" Of course, she'll say, "Yes!" And then you just nod and look at her, letting the silence go for as long as she can take it. (By the way, this also gives you permission to look her body over. After all, she wants to know.) She'll wait patiently, but after a few seconds she'll press you for an answer. "Well???" And you'll say, "Oh, I'm sorry. I must have stopped paying attention. What was the question?" Or, you can say, "Hmmm. You're awfully impatient." Then, another, shorter pause. "I'm not sure yet. I'll tell you later." Draw it out to keep her on pins and needles. Her vanity and anticipation will work in your favor.
- **The Stare Pause**: Every once in a while, when you think she's starting to get interested in you, hold her eyes for just a second longer than she's comfortable with. (Do this right in the middle of one of those "uncomfortable silences.") Don't stare her down like a predator, but just give her a focused gaze that lets her know she's coming under your spell. This pause is deadly when used at the right time.
- **Pause for Meaning**: When you're saying something that carries extra or important meaning, slow your speech down. (Tape record yourself speaking sometime and listen to your speech patterns. Your speech tends to double in speed when you're nervous or unfocused.) Every so often, put a long pause between your words that keep her hanging in suspense on what you're saying.
  - For example: "You know what I think, Maria …? (*PAUSE - count to 5*) I think (*PAUSE – count to 3*) you're starting to dig me."

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  - Or, "I've got an idea … (*PAUSE – count to 5*) I'll let you come in, **but** (*PAUSE – count to 3*) just for a few minutes. I have to get up early for work tomorrow."

- **The Nickname Pause**: "I think I've got the perfect nickname for you." Just nod your head and smile, and act like you don't intend to let her know what it is. She'll pester you to know, but don't tell her. Act like you're going to give in, then say, "I don't think I can tell you yet. I need to get to know you a little better. Maybe later." And if she forgets to bug you later, you make a comment. "Yeah, now I'm sure. That nickname is *perfect* for you." Don't tell her what the nickname is unless you seduce her that night.
  A variation of this is to find other secrets in your conversation to hold back on, which creates mystery in her mind, attracting her towards you. Keep them from her for as long as you can, as they can be your lifeline in between meetings with her. She'll be wondering what they are, running them through her head as she does your seduction work for you – even when you're not around. These are ultra-pauses that will seem like an eternity to her, but work incredibly well if you have the self-discipline to use them.

Show Her You See Her

The art of conversation is actually one of the easiest to acquire and learn. You don't have to be a super talkative guy to use these abilities and develop into a stimulating, seductive conversationalist.

Most people feel as if they aren't able to carry a conversation very well. They're either too concerned about what kind of impression they are making on the other person, or whether what they're saying is going to be interesting enough. The unfortunate problem with most conversations is that what most people call 'listening' is really just waiting for their turn to talk.

In order to seduce a woman, you must learn a few basic conversation skills. The most important to remember is that women are turned on and attracted to men who they feel <u>really hear them and *understand* them.</u> When you can communicate a true ability to hear a woman's words (and you don't have to *agree* with her to *listen* to her), you will stand out as a unique commodity.

Some ways to demonstrate empathy and understanding:

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"I think I see what you're saying. You mean that …" And you repeat back to her – in slightly different words – **exactly** what she just said. "Did I get that right?" She will say, "Yeah! That's it, exactly!" And inside she's feeling more and more rapport with you.

Or, after listening to her talk, you pause and nod your head. Then you say, "I see what you mean. You must have felt very (sad/angry/lonely/hurt/whatever)." She will nod and agree with you, and again you'll suddenly seem closer.

Demonstrate that you understand her and see what others do not.

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Conversational Bridging

In conversational bridging, you learn how to move from topic to topic, never being afraid that the conversation will fall into one of those deadly "uncomfortable silences." This is how this skill works.

Let's say you've just introduced yourself to Pam at a bar during happy hour. You've managed to start off the conversation with something that she responds to, and now you're not quite sure where to go. The concept of bridging is that you find something in the last thing she said to trigger your next question. (Remember, you're the one always asking questions.) So let's say that the conversation started like this:

You: "I don't usually come here at the end of the week. It just gets too crowded here."

Pam: "Yeah, I know what you mean. There's also too many drunk guys by the end of the night, too."

You: "Do you have a lot of problems with the drunk guys? Do you end up in Tequila drinking contests with them or something?"

Pam: "Ha-ha! No, I don't have any problems with them. Only when they start getting really obnoxious."

You: "What have they done that's obnoxious?"

Pam: "Oh, you wouldn't believe it. I was in here last week with my friend, Melody, and this big fat guy comes over and …"

And it could go on like this for quite a while. You use her last statement to feed your next question. As you talk, you'll find yourself passing by other topic opportunities because you might want to stay on this one. Just store that away for the next chance you get, so that you have some "conversation in reserve."

You see most guys panic because they're afraid of running out of things to say. Then, when there's a lull in the conversation where they probably could say just about *anything*, they focus on the fact that they aren't able to think of anything, and how blank their mind is, and how loud this silence is, and how much longer can it go on without saying anything …

Really, your fear of talking to women is just performance anxiety created by your own worries. If you learn this one simple trick, you'll never feel at a loss for words. You'll always be able to bridge from topic to topic with ease.

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Tease Her

Next, always make your approach a tease of a kind. You want to bust her chops and let her know that you're not trying to kiss her butt to make her approve of you. Teasing has the affect of exciting her, and deflects her attention from the fact that you're interested in her for sex.

Her number one concern is that you are **ONLY** interested in her for sex.

Keep the conversation moving in a "*one-better"* direction. What this means is that you want to keep jacking the energy level of your interaction with her into the flirting and charming territory with every step. You have to keep running with the ball, moving it forward and driving the excitement up.

Here's an example at a gym, where Joe Studley has just saved Maria's CD player from falling on the floor (or this could be any other favor, like wiping down the exercise equipment before her).

Joe: "There, you owe me now."

Maria: "Oh, really? Like what?"

Joe: "Well, what do you think you have that I could want?" (looking *very* uninterested in her body.)

Maria: "Oh, I'm sure I've got *something* you want."

Joe: "Nah, I don't think so. Unless you do engine work. Are you a mechanic by any chance?"

Maria: "Is that all you think I'm good for?" (Puts her hands on her hips)

Joe: "Hey, hold on there, sister. You sound like you're coming on to me!" (Smiling and obviously joking.)

Maria: "Not if you're looking for an *auto mechanic*." (Pretending to be hurt.)

Joe: "Now that's some gratitude for you. I save your music from total destruction and you can't even give me a kiss on the cheek."

Maria: "Oh, is that what you want? A kiss?"

Joe: "On second thought, no. You'd probably try to grab my butt. I'm tired of being a sex object. Forget that kiss."

Maria: "Aren't you cute." (She's starting to run out of steam to compete with him.)

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Joe: "Cute? Girl, I'm damned ***adorable***."

Maria: "And cocky, too. But I think you're funny."

Joe: "Now you're starting to see the light. Tell you what, give me your phone number, that way when I'm in the area, you can hire me to keep your delicate electronics from suffering a horrible death. Even if you are listening to Christina Aguilera. Deal?"

He hands her a pen and winks. She smiles and jots down her number.

Do you see how Joe never backed down from her? He kept up the energy level and made her more and more interested and excited by matching her response with *one better*, something funny and confident of his own. He never gave her that typical baloney about how beautiful she is, and how fit her body looks. Every moron in the world would have tried to suck up to her that way. Joe knows that **you don't get into a beautiful woman's pants without challenging her view of you**, and that you must keep your behavior different enough that she can't help but follow you into the seduction.

What will likely happen in the beginning is that a guy will think of one or two quick replies, but he might not be able to come back every time. The trick is to never back down as if she's beaten you. Instead, when you get to a wall in your ability to banter back and forth and you can't find something funny to tease her about, you redirect the conversation and stay in control.

Let's say that Joe couldn't think of something to reply to her about when she said, "Not if you're looking for an auto mechanic." He should fall back on a few prepared lines that still show he's in the game, but he hasn't got the time to play. This is what you do if you run out of teasing responses to her.

Here are a few of those responses for Joe's situation:

- "Well, before I overload you with my wit and charm, I have to get back to working out. Here, write down your phone number so I can give you some exercise tips sometime."
- OR, "Maybe you like your men greasy, I don't know. Hey, I hate to walk away when you're in the middle of flirting with me, but I have to get back to my exercise. What time are you done? Let's meet up afterwards and you can buy me a Gatorade. Deal?"

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The Seduction Method Approaches

You're about to enter section covering engagement approaches for most of the situations you will encounter in the wild single's jungle. What we're going to cover here is a simulation of the situations where you're most likely to encounter with a woman, and how to begin your seduction. Each situation will be explained, as well as your likely goals given the circumstances, the approaches, and the dangers of each. Where it is relevant, I'll slip you some details to help you properly address your attire, your posture, etc.

First, some more essential principles …

Hot and Cold

Each situation where you can meet a woman will range from either "Hot," meaning that you're beginning with a certain amount of familiarity and trust between you and her, or it is "Cold," meaning that it is a situation where neither of you know anything about the other.

An example of a Hot contact would be a date setup where you both have friends in common, such as a blind date, or someone you've run into a few times but never stopped to flirt with. A Cold contact would be a woman you run into at the post office that you know nothing about and are meeting her for the first time.

Locations can be Hot or Cold as well. A Hot location would be a friend's party, where most people are familiar with each other in some way. (Remember the value of social proof.) A Cold location would be a street corner or at a bus stop.

When you have a choice, you want the **Hot** contacts and locations. Unfortunately, these will come up less frequently than the Cold ones, so you need to increase your skills for turning the Cold ones into Hot ones. **The Seduction Method** is the flame you use to heat them up.

And always remember that the words you say are far less important than the **attitude** you convey underneath them.

What you say is not as important as how you say it.

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If you can communicate that a self-confident and trustable man is communicating with her, you will have dismissed a great deal of her subconscious fears.

Let me cover how I've broken down these approaches:

- **Goals**: These are your possible objectives for the encounter. You can't expect to pick up a woman at a Wal-mart and take her home for sex. That's not very realistic. But you can expect to get at least a phone number, and possibly an add-on coffee meeting somewhere nearby. Make sure you understand your goals for each situation.
- **Opportunities**: These are the areas you should be aware of in this situation that make it a good place to approach a woman.
- **Dangers**: These are the potential obstacles and risks of this location that you should watch out for.
- **Approach**: This is the specific wording of your interaction with her and how you perform it to get the best results.
- **Details**: This will tell you how you want to dress, or whether or not a wingman will help, etc.

Seduction Strategy: The Name Test

One of the quickest and easiest tests you can use in your approaches with women is called the Name Test. What you do is, after you've found your teasing introduction and gotten her attention, ask her what her name is – **but what you do not do is tell her <u>your</u> name.** What you're looking for is her to ask you what your name is. This is a test for interest from her, and it will help you get right to the important question: *Is she really interested in you at all?* This will take some restraint on your part, because most guys tell her their name right away, as if they must exchange names to go any further. It's a bad habit, and I suggest you kick it. You're striving to make **every** interaction between you and a woman different than other guys, and different than she expects.

If she does eventually ask you for your name, it shows she's at least curious and maybe interested in talking further. If, after a couple exchanges, she still hasn't asked you for yours, she's indicating that she isn't really interested. If she were, she would ask you for at least your first name. Trust me.

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Let's get started now on the *Approaches*:

Situation 1: Grocery Store

Description: You're at any grocery store, and you see a petite gal feeling up the chicken breasts in the frozen foods.

Goals: Phone number and/or email. (Your chances of getting laid from a trip to the Safeway are pretty slim, cowboy. Set your sights accordingly.)

Opportunities: Women take a lot of thought with their grocery shopping, so you have many opportunities to engage in conversation about something they're looking at. They really ponder their choices. And, you can take as long as you want to shop and flirt because there are new people coming and going every minute. Take a little while to do a little product research while you're there.

Dangers: You should be shopping with at least a basket or shopping cart. If you've only come in to grab a bottle of wine and leave, you may have to be more forward, because you won't look as natural as the other shoppers. Another danger is that not many people take a relaxed and luxurious trip to the grocery. They usually want to shop their list as quick as they can, get rung up, and leave. You have to find a way into her attention zone.

Approach:

There are many ways you can get yourself introduced. One of the best ways is also one of the slyest, and I'll bet most people have never even thought of it: Put something you're buying into *her* cart – by 'accident.' Then simply point out your error when you want to talk.

- "Oh, wow, I'm just so overwhelmed with the choices for split-pea soup that I just helped you buy some, too. You don't have to thank me. I do this for all the shoppers."
- Or, "Whoops. I was about to put something healthy in your basket by mistake, but it looks like you might need it for real. Are you really going to eat that junk? Come with me, girl. We're going to the fresh food section."

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Another approach is to run into her with your cart. (Hey, I never said you had to be sophisticated.) You just accidentally have a head-on collision with her cart. The trick of this maneuver is that you make it appear as if it were ***her*** fault.

- "Whoah! Ma'am, I'm going to have to ask to see your license and proof of insurance. I think I've got whiplash."
- Or, "Hey, are you the one that always runs into my car in the parking lot, too? I've finally caught you!"

You should definitely make it a point to shop around the wine section for a while. There is a lot of conversational opportunity here, and women love wine. Let the chumps shop for beer, you're here for the ladies.

- "Excuse me, do you know if you're supposed to have white whine with chicken?" And she'll say, yes. You ask: "What about with Cheerios?"
- Or, "Do you know what the difference is between a Syrah and a Merlot?" She'll try to explain, but it's always too subtle to understand. "Oh, I see. So you must be one of those people who stomps grapes in her basement, huh?"

Details: If you're still in your work attire (a tie and suit), relax it a little. Look like you're a snappy dresser, but feel free to get rid of the tie and put it in a pocket. If you're dressed in your best camouflage pants and Oakland Raiders jersey … smack yourself up the back of the head and go get dressed. Your rule number one is to always go out dressed to meet the next gal you're going to bring home. You don't have to put on a tuxedo, but for gosh sakes, make sure whatever you're wearing is appropriate to the situation.

For a grocery store, you can show up in a pair of jeans and a t-shirt, but you better make it all look stylish and neat. Wear a decent pair of shoes (not your ratty Converse hi-tops) and a belt. Make sure your shirt isn't wrinkled, and your jeans don't look like they've been chewed up in the gears of your mountain bike.

Also, don't ever go to the grocery store with a wingman. You'll look gay.

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Situation 2: Coffee House

Description: You're at your local Starbucks or coffee house, either waiting in line with the rest of the drones to order and pay, or adding your sugar and treatments to it. Ms. Hot-legs is in line for her dose of java.

Goals: Again, a phone number and/or email. Unless this is a first meeting from another contact, you are probably only going to be able to shoot for the possibility to contact her for another meeting.

Opportunities: There are so many people who get their coffee in the morning, late-morning, noon, early afternoon, late afternoon, early evening… you'll *never* have a shortage of women to approach.

Dangers: People can be very serious about their java fix. You need to watch out for the moody ones in the morning. Beware smiling or being too joyful as you might risk seeming *annoyingly* happy – and unrealistic. You'll seem like a fake.
Another danger is that you may also be intimidated by the crowd of people in line, afraid to perform in front of everybody. But rest assured that you don't even have to ask any potential target for her number in the store. You can always follow her outside and finish your close there, away from prying eyes.

Approach: The first approach requires you to be in line somewhere near her. Listen to her order, if she's in front of you. If it's interesting, consider ordering the same thing, and then telling her, "You know, what you ordered sounded so good, I had to try it out. But if it sucks, I'm going to ask for a refund from you. Cool? Okay, then." Again, delivered with some good humor.

If she's behind you in line, make it a point to let a few people get in front of you as you "try to decide what you want." When she gets right behind you, you say, "Okay, I need to know what they've got here that's good. Do you have any idea? If you give me a good hint, I'll let you get in front of me, too. Just none of those weird teas, okay?"

If she's putting sugar in, make a comment: "Gee, do you like coffee with your sugar? I usually don't stop until the spoon stands straight up."

Remember, this is a repeat location, so you can wait and approach her a couple times and build a little familiarity.

Details: Almost anything goes in this situation. Again, your dress code should be as casual as work allows, but everyone expects everyone else to be dressed for work. It helps to frequent the same coffee places for a while so you can get a sense of who shows up at what times. Alternate locations so that you won't appear too familiar to any of the women, and in case you do pick up on one, you don't have to worry about other

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women recognizing you as "that guy who picks up women at the coffee shop." You might also want to bring a friend as a wingman. Also, make friends with the cashiers. If you flirt or pal with them, you can look more socially validated in other women's eyes later.

Situation 3: On the Street

Description: You spot a woman on the street that you'd like to meet.

Goals: Get her phone number and/or email. A progression to complete seduction is ***very*** unlikely. However, you can try to bridge the opportunity to meet her later that evening of the same day. This way you don't have to worry about her forgetting, and you get to build on the intrigue of the first meeting right away.

Opportunities: Women are all around you. Half the people you meet (unless you work in a men's prison or live with monks in a monastery) are women. You just have to start being more active about targeting and approaching them.

Dangers: This situation is about as cold a contact as you can come up with. You don't know her; she doesn't know you. You have to establish trust quickly and move to getting her into an open attitude. Of course, you are also subject to more rejection, but that is part of the game you're playing. The chumps can sit home and experience neither victory nor defeat.

Approach: The following approach is reprinted with permission from **Dating Dynamics**, and I'm using it here to illustrate just how simple it is to start an interaction with a woman if you'll just put aside your fears. This technique works in any situation, and is especially effective in a "cold contact" situation. It also really highlights what I've been saying about the power of teasing to get results – quickly. (Refer also to the **Meet Her Now** book.)

Tease to Please

We've all heard about being "cocky and funny," or "confident and funny," or variations thereof. This technique uses a self-confident posture, along with humor, to disarm a woman's natural defenses so you can meet more women. If you meet more women, you get more experience, you get more confidence, you get laid more, and more options open up to you. If you date only a few women, you tend to cling on to each as if she was your life preserver – your only chance for sex.

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This is a method of understanding how to meet women *any time* and *any place*. All you need to do is open your eyes and set aside about 4 minutes (or less) to talk to her, (if that long). This approach will work **anywhere** you see a woman, and it doesn't require you to memorize a bunch of secret handshakes or hypnotic trance words.

Tease to Please works because it short-circuits her usual defense mechanisms to meeting 'strange' men. You see, every woman comes with her factory-installed defense mechanism against meeting new guys. When a guy approaches her, for any reason, she assumes you're picking up on her. It's what she's gotten used to. All women are by now, and they all have a standard routine of being a little stand-offish to you until you bust past this barrier.

You have 3 seconds from spotting a woman to when you approach her and say something to engage her interest. If you wait longer, your opportunity window closes faster than Ticketmaster can sell out Britney Spears tickets.

In that 3 seconds, you do this:

Look her over, and spot something about her appearance that you can comment on. Start with her shoes, and work your way up. ***Do not*** choose a physical body trait (like big earlobes, bubble-butt, giant breasts) to comment on. **Especially not her overall attractiveness.**

You find **one** thing that you can key off of and say something about that will give you an inroad. This is your *Anchor*. Once you've found it, you comment on it to her and smile at her, making strong eye contact.

- **Example**: She's got bright red shoes on - "Wow, those are ... interesting shoes. My sister might like a pair like that. Where'd you get them...?"

- **Example**: She's got a black denim dress on - "My sister likes dresses like that. Where'd you get it...?"

(If you don't have a sister, use 'Aunt' or 'Cousin.' You shouldn't have to lie.)

She'll say something like, *"Oh, I got it at Macy's"* or something along those lines. You then nod your head and look at it for a second, as if you can't make up your mind about whether you like it or not. At no time do you ever throw out the usual nauseating male flattery approaches, like "Oh, that dress goes so *perfectly* with your cheekbones." (There is a time and a place for flattery, and it's **not** in an improvised meeting like this.)

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Flattery is the scream for approval of the desperate guy. It's like cotton candy - sweet for a split second, but disappears almost immediately. You want to dangle the ***promise*** in front of her first.

You ***almost*** convey a look of inconvenience, that you went out of your way to comment on her alligator-skin shoes, or her denim skirt. The less she thinks you approached her out of sexual interest, the lower her guard is. (And the better off you are.)

Be careful here: Don't be insulting! Just be mysterious and ambiguous.

Her next mental question is:

From here, you will bridge into the Tease portion of the conversation, and we'll cover that in the next section. All there really is left to do is to keep her engaged in the conversation for just a minute or two, show some confidence, and walk away with her phone number.

Now, the typical question I get is "What if there's nothing out of the ordinary about her?"

Simple: You make something up. There is **always** something you can find when you look, and if it's not readily apparent, you make it up. If she's got clothes on (and even here in San Francisco, they still wear clothes) you can find something to pick out. I recommend looking for jewelry, because every woman takes a lot of thought in selecting her jewelry.

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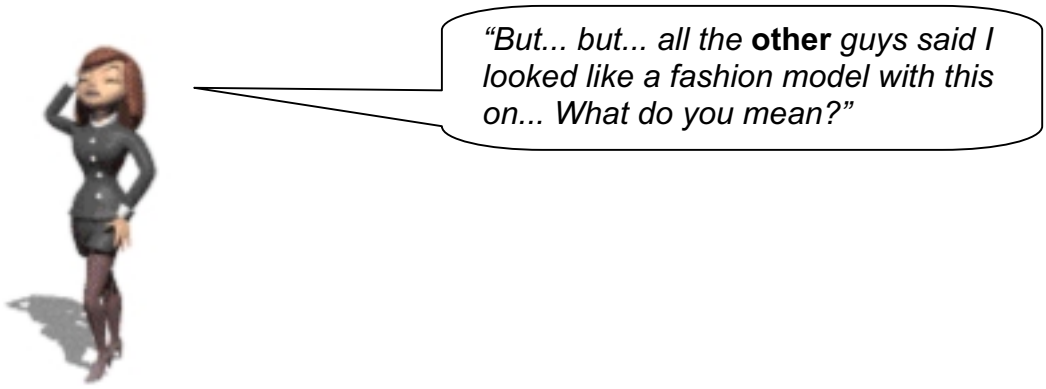
For especially attractive women, you need to come on a bit differently, and it pays to use a combination of the negative-hit with this. I even recommend that when you get used to this technique, you use it exclusively on the hotties. When you're comfortable with it, it makes more impact. You say just one thing, and it's so easy you'll have a tough time forgetting it:

"**Your dress/shoes/blouse/jacket/purse (whatever) caught my eye. I like the style, but I think you should try it in black, instead. You'd look better with it in black instead of gray."** (Choose the color accordingly.) You nod your head, again meeting her eyes full-on.

Her head will suddenly spin.



By using these approaches, you've just flipped her trust switch in her head. You see, she starts out needing to find a reason to be interested and trust **you** - or she quickly categorizes you as a friend (FRIEND = non-lover, a woman you won't be able to sleep with). If you just start talking to her neutrally, without sexually exciting her, she's wondering, "Is he safe?" For all she knows, you're a nut-case looking to pull her into a multi-level marketing scheme. Now, all of a sudden, she is suddenly told (by your words and actions) that you might *not* be so interested. You're different - i.e., ***interesting*** to her.

For the first week or so, if you're feeling a bit nervous about approaching women, work your way into this slowly. Just use the intro line I gave you, and take it wherever you need. Hell, I'd even recommend you only ask her the first part ("Where'd you get that ring, my sister might like one like that ..."), then say "thanks" and walk away. Get used to just chatting up anyone and everyone you meet. Take the pressure off for the first week or two, until you get used to the fact that ***women aren't going to reject you like you think they will.***

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You don't need anything fancy or clever. You don't need anything special to comment on. You just take *whatever* she is wearing or holding and comment on it *as if it were* different or interesting. Then, by virtue of following it up with a quick tease, you get her mind off her initial worries (***Is he safe***?) and defensive behavior and on to validating herself a little to you. This is the primary psychological underpinning of the whole "Tease to Please" or "Cocky and Funny" method.

What most guys will do is to spend all their energy trying to climb over her initial trust hurdle, when they really need to focus on getting her to flip that switch in her head by making ***her*** the one to present herself to you.

Just remember to keep things light and humorous, and **never** to insult.

Now, on to the second part of the technique.

We've learned that the Tease to Please approach works because it short-circuits her usual defense mechanisms to meeting 'strange' men. You see, every woman comes with her factory-installed defense mechanism against meeting new guys. When a guy approaches her, for any reason, she assumes you're picking up on her. It's what she's gotten used to. All women are by now, and they all have a standard routine of being a little stand-offish to you until you bust past this barrier. They act a little quiet and put out by the fact that here's ***another*** guy trying to chat them up for a phone number to get a date, to get some sex… They get a little insulated.

So now we'll break on through to the other side.

Remember when you were just an eight-year-old kid on the playground? There were all these 'strange' creatures playing around the sandbox. They were called girls, and they seemed so bizarre and alien to you. They were delicate and soft, yet interesting in a way that you couldn't quite explain, and you *knew* that they were Different.

How do kids treat those that are Different? They tease them.

"Mary, Mary, she's so hairy!"

"Where'd you get that backpack? Looks like a hunchback!"

*"Jenny's got a **carrot** top!"*

Boys teased girls. Girls teased boys. Everyone made fun of everyone else. It was sandlot politics at its best, and you learned very quickly that you had to develop a callus to the teasing, or you'd get bruised pretty badly. (Some kids never adjusted, and grew up with their sandbox issues haunting them for life.)

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I'll be willing to bet you that you teased more girls because you liked them than you did because of any genuine weirdness. Sure, there's some cruelty, but the first social interaction most boys have with girls is when they teased them mercilessly. And what happened? The girls stuck up for themselves. They teased back. And they didn't realize it at the time, but this set in motion a whole pattern of behavior that led to them being very interested and attracted when they are **challenged**.

That's right, boys. Teasing is all about raising the stakes of challenge to her, and letting her know that you don't get all mushy inside when you get near a girl. No confidence = no attraction from her.

Tease to Please is a simple strategy. By teasing, you emulate a lot of the self-confidence you need to demonstrate with a woman. That's really the secret in a nutshell. Call it what you want, you are simply showing her you have the balls to not roll over and pant like a whipped dog every time a woman comes near you.

Here's how you it's done:

You've just delivered your introduction. Now you are in a position to continue the conversation as you see fit. You've disarmed her natural defenses and opened up your opportunity to engage her attraction mechanism. You do this through Teasing.

From the example we used last time: She's got bright red shoes on.

YOU: "Wow, those are ... *interesting* shoes. My sister might like a pair like that. Where'd you get them...?"

HER: "Oh, these? Uhm, I got them at Macy's. They're really old. I was looking to get a new pair."

YOU: "Well, my sister is pretty young, but she'd like that style. For an old lady ... (**pause**) ... you're a pretty sharp dresser." You give her a *slight* smile that says "That was a joke."

Remember, "sister" can be changed to aunt, or cousin, or whatever.

You can use that standard response I just gave you for now, but you'll do better if you learn how to think on your feet and come up with more personal and customized versions. There are a whole ton of teasing responses.

Here are some others you can use, delivered with that sly smile:

*"Well, with heels **that** high, you better watch out for awnings. And low-flying planes."*

"How many feet have you crushed with those things? I'm wearing steel-toes, so don't try it on me, lady."

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Let's say you want to tease her about a ring she's wearing:

"Well, my sister likes those 'groovy' rings, too. Do you have a mood ring? I bet you were the kind of girl to wear one of those. Was it blue all the time? You look like you have cold hands."

*"My sister likes toe rings like that. Do you wear them on your toes, too? Just don't tell me you have a weird piercing, like your butt-cheek. That would just be **too** freaky."*

*"Wow, that ring is **huge**. I bet you have to leave it off when you go swimming, huh? Otherwise you'd sink right to the bottom."*

It goes on and on. In fact, you could sit down and just think up a handful of these for a few different parts of clothing (shoes, purse, jacket) and/or jewelry and be prepared for almost any encounter.

Once again: Don't be insulting. Be ***teasing***. Teasing is done with a tongue-in-cheek sense of humor. You kid with her. If you make fun of her in a mean or malicious way, you're out. If you don't let her know you're kidding, you're out.

The point of this exercise is to:

A) Get her laughing

B) Challenge her (by demonstrating Self-confidence and that you're ***different***.)

After you joke with her a little, make a decision if this is a woman you might be interested in for your seduction. If so, you smile and start to walk away. Then, turn right back and **tell** her (don't ask):

"Hey, you know, we might like to continue this conversation sometime. Write down your number for me."

(Memorize this phrasing to use exactly.)

An alternate approach:

"Hey, you know, we might like to continue this conversation sometime. Write down your email address for me."

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If she says she doesn't have a pen, you hand her yours. If she says she doesn't have email, tease her some more: *"No email? You didn't just get back from a UFO abduction did you?"* Smile*. "Here, just give me your home phone."* (As she starts writing): "Uhm, your **real** number, please. I'm just going to call you as soon as I get home and leave a dozen annoying messages on your answering machine." Smile. Take her number and leave. Don't tell her you'll call her. Leave her wondering.

That's it. You disarm her defenses by keeping a sense of humor. You show self-confidence and challenge her by teasing a little. Then you ask for what you want, and then you leave. You're a busy guy, with too many women to meet to waste any time here.

Details: That should give you more than enough detail on how to work this approach for any cold contact. Be simple and direct, and most importantly, be confident with your words and manner. This teasing technique is used in almost every one of these approaches.

Situation 4: Singles Bar (non-dance)

Description: Any beer pub where people are mostly mixing and drinking. You spot a yummy blonde chatting it up with a friend over a Guinness.

Goals: Anything goes, from a phone number to possible seduction.

Opportunities: Alcohol always loosens people up and lowers their inhibitions. Plus, it's expected that people are here to meet other people and socialize. Women tend to be much more open in this kind of environment. You'll also get a lot less of their usual defensive behavior than if you were meeting a woman cold on the street.

Dangers: With the availability of alcohol comes responsibility: be very careful to not drink too much yourself. You'll get sloppy with your approach, and you'll be prone to a lot of intoxication errors. Not to mention the risks you create if you don't succeed with your seduction and you have to get home.

Also, you need to remember that this is a classic "pick up" location, so women have their guard up. They know exactly why *you* are there, and they know why *they* are there. They've perfected the "Oh, I'm just here to socialize – how *dare* you try to pick up on me!" routine, but it's easy enough to get past. **Never** approach a woman as if you're doing some kind of pick-up pattern. You sneak in under her radar by treating her as if you are only interested in busting her balls and having a good time.

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Approach: Women are here to meet men **and** have fun with their friends. Pure and simple. Even if a woman doesn't admit this on the outside, she knows that's why she's there on the *inside*. Especially the recently-dumped women who are looking for nothing more than a good time.

(These are your prime candidates for seduction, by the way. They have an easy to identify need, and they are not really looking for anything more than validation of their bruised self-esteem.)

As always, a woman never wants to feel like you are interested in her solely to have sex with her. You have to make her feel good enough about you – and her – to go along with your seduction. You can best pull this off by teasing her and busting her chops. You'll want to memorize these approaches, as well as create some of your own to use. The more you practice in this environment, the better you'll get.

Use the Tease introduction from the "Off the Street" situation. It works beautifully here:

"Hi, I wanted to introduce myself to you and see what you think about guys who are confident enough to just walk up and introduce themselves."

Or: "Hey, I saw you eyeing my Budweiser. Or were you checking me out? God, you women are **so** obvious sometimes."

Use your wingman. This is a situation where having someone with you to help out can be enormously successful. Especially since the majority of women will be out in pairs, you want to have someone to keep her friend preoccupied while you move on your target.

Here's a classic approach that works very well:

You walk up to the woman you are *least* interested in. (You and your wingman will have to trade this duty back and forth to balance it out, or target two women that you both find interesting.) You tell her that your wingman friend is trying to break out of his shell – he's very shy – and wants to talk to her. (Since you're the confident one.) "Would you mind if he came over to talk for a minute?" If she stares around trying to get a look at him, you say, "Hey! Now don't be superficial. I can't believe you only care about what he looks like. He's a *great* guy and you need to meet him."

Chances are 8 out of 10 that you'll get her to agree, and if she doesn't, turn to her friend (the one **you** are interested in) and say, "C'mon, and help your friend here. What kind of friend are you that you'd let her miss out on an opportunity of a lifetime. You want me to go back and break his little heart?"

If you play this up, you're almost guaranteed to get the four of you together with almost no problems. Get their names, and go back for your wingman. Once you've

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introduced everyone, you start talking to the gal you're interested in, while teasing her and having fun.

This approach works for groups of women of just about **any** size. All you have to do is walk over and take your pick. Now, won't it feel great when **you** get to be the choosy one?

I'm sure you've already heard this before, but please do not use any tired pickup lines. I'm sure you've heard some of these:

- *Congratulations! You've been voted "Most Beautiful Girl In This Room" and the grand prize is a night with me!*
- *Do you believe in love at first sight, or should I walk by again?*
- *Can I borrow your library card? I want to check you out.*
- *Hey, I'm new in town. Can I get directions to your house?*
- *I'm not good at these pick-up lines, so could I just play with your breasts?*

They're all old, lame, and say exactly the same thing to her:

"I don't think you're intelligent enough to appreciate me as I am, and since I have no clue how to talk to women, I'm going to try and be witty while being insincere. Oh, and I'm also going to make it clear that I only think of you as a sex object, not as a thinking, breathing woman. The only thing I find special and different about you is hiding behind the zipper of your jeans."

Guess how long it takes her to figure this out? She has you pegged after the first three words of your cheesy line. Just find something *real* about her to take notice of, be creative in recognizing it (while teasing just a bit), and you'll have no problems thinking of how to start a conversation.

"That looks like an interesting drink. What's in that?"

If she's drinking wine: "Hey, I'm trying to figure out which wines are good here. How do you like yours? Oh, yeah? Why?"

If she's wearing an interesting watch or necklace: "Hey, I'm looking for a good gift for my aunt, and that necklace looks like her style. Where did you get it? What's the story behind that?"

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Details: Singles bars can often be like meat markets. The atmosphere is already built around drinking and socializing, and depending on the location, more rowdy behavior. You have a lot of opportunity in this location, and despite the opinions of singles bars, they are an important opportunity to meet women. They are also what the more experienced seduction artists refer to as "boot camp," since you may have a lot of trial and error, but you'll get a lot of experience fast.

Situation 5: Dance Club

Description: You're at the local club, and there is a band or DJ spinning tunes, with lots of hips swinging and toes tapping. You see a delicious brunette who's obviously getting into the groove.

Goals: Anything from a phone number all the way to seduction.

Opportunities: This environment is one of the best for seduction, if you're not too intimidated by the surroundings. Dancing is one of the most seductive things to do with a woman, and if you strike it off with her, the physical attraction and lust can be driven right up through the stratosphere with her. Why do you think so many religions frown on dancing? It's considered one of the sensualities that will keep you out of heaven. It's erotic. Forbidden. And it's also a great way to break down the initial barriers and get familiar with a woman.

Dangers: Some of the more popular dance clubs tend to be loud and very rowdy, making it exceptionally difficult to interact with a woman closely enough to really seduce her. You may find that you need to get her away from this club, or in a more secluded portion of it to work some of your attraction and seduction techniques on her, unless you like screaming into each other's ears. Eventually, you will have to get her away from her friends if you hope to complete the seduction, since she will most likely have come to the club with friends.

Some cautions for you on this: Don't go overboard with your dancing. Keep your hands off her until she's made it clear that she's okay with you moving in and touching her. Keep your hands off any sexual parts of her body, such as her butt, her crotch, her breasts, until she either pulls your hands there, or she's dry-humping your leg. Most guys go too far in the dance clubs, thinking that they can push the envelope with a woman. This is still a public environment, and her inhibitions are not going to be low enough to let you sneak your hand down her pants – or up her skirt. You should only take things to the level of kissing while you're inside the club. If you want your action to move to one of your homes, you have to give her a reason to want more than she can get from you where you currently are. In other words, you have to get her to the point

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where she realizes that what she wants to get is not possible here, and she knows she will need to get you alone. (Re-read *The Slut Complex* section in this book so that you fully understand how you must be aware of her internal judgment.)

Approach: A dance club is one of the easiest places to pick up women because you're already given most of the tools you need to approach a woman. You don't have to use any clever introductions except one: "Hey … let's dance!"

A lot of guys use the old line, "What do you think of the band?" which still works. Better, though, to be creative and be provocative with your introduction. Start off on the right foot.

Try something like this on her instead: "Hi, I saw you getting into the music. If you want to become an official groupie, you can sign up with me." And she'll probably ask you, "Are you with the band?" You tell her, "No, but they keep bugging me to hang out with them. It's embarrassing, really. I think they're stalking me. So I told them I'd help find groupies for fun."

Once again, using the Tease approach will get you pretty far. Don't wait by the bathrooms or you're going to look pretty pitiful. Find an angle to move in on her with. This is a place where a wingman will be essential to you. Very few women go dancing alone, so you'll want some accompaniment.

Details: You should look into dance classes in your local area. Even if you're already a decent dancer, you should consider the benefits of learning ballroom, swing, or salsa dancing. Having a sophisticated skill such as being a good dancer is one of the biggest turn-ons for a woman. You'll be ahead of 90% of the guys out there if you can learn how to dance confidently and lead women effectively. Dancing oozes sensuality and sex, and there is no better way to seduce a woman than by going through the motions of sex to tease and stimulate her.

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Situation 6: Bookstore (or Other Retail Store)

Description: You're browsing books at a bookstore, and you see a cute redhead picking through the latest non-fiction.

Goals: From a phone number to an add-on date. Seduction is possible, but unlikely due to the randomness of the encounter.

Opportunities: Women shopping for books are usually alone, which makes it much easier for you to start up a conversation. And with every book being a possible topic for discussion, you have more than enough opportunity.

Dangers: A bookstore is often very isolating. Women go there to pick up a good book, but they're definitely *internally* focused when they're shopping. They tend to shut the rest of the world out. You have to beware coming on too strong in your approach.

Approach: First of all, hang out in the sections that women will be shopping in. You could find yourself waiting around in the "Military Aircraft" manuals for quite some time. Instead, go wander over into the self-help section (a great place to find women) or move around and browse the fiction shelves for a while.

When you spot your target, walk over and make it a point to pull out a book that requires her to move out of your way for you to reach, with an "Excuse me." This gets you into her awareness, and serves as a kind of mini-introduction. Step away and thumb through the book. Then, notice whatever it is she's reading. (Don't worry if you can't see the title; *she* doesn't know that. You can always claim you misread the title later.)

- "Hey, I heard that book was pretty good. What do you think?"

She'll probably say something to the effect of "It's good," "It's bad," or "I don't know."

- If it's good, you say, "So are you going to buy it or read it here and save the ten bucks?" (with a smile)
- If it's not good, you say, "So how do you know if you haven't read it yet?" or "Then why are you reading it now?" (with a smile)
- If she doesn't know, you say, "Well, you've been checking it out for a while. What are you trying to do, save the ten bucks by reading it in the store?" (with a smile)

From here you connect to the next question based on what she says, using the bridging technique.

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Another approach is to pretend you've mistaken her for one of the employees. "Excuse me, where is the literature section on … oh, I'm sorry, I thought you were one of the staff." Or let her correct you. "Well, you still look pretty smart – for a shopper." (Smile.) "Do you know where the latest Sue Grafton book might be? You look like a mystery reader."

Bridge this discussion into whatever she seems to be reading or carrying.

Details: You want to build this approach into the opportunity to get her out of the bookstore and into a more intimate environment. A lot of bookstores have coffee shops and delis in them now, so you can move to more conversation over food (always a good idea, since it mixes the pleasures and enhances your overall positive affect on her.)

Situation 7: At the Gym or Exercise Club

Description: You're at the gym, and you look over to see a vision of beauty mounting an exercise bike. After you splash your face with your water bottle, you decide to find out if she's willing to burn more than calories.

Goals: A phone number, as well as possible add-on coffee date.

Opportunities: This is a location where you are bound to run into many women you're interested in. The women who go to the gym are usually at least interested in fitness if they go regularly, and you can bet that the hottest women definitely go to the gym. You also have a high repeat ratio, meaning that you will see some women there again and again, allowing you a little less urgency in approaching them.

Dangers: That high repeat ratio also works the other way, too. So if things don't work out and you don't intend to keep up at least a pretense of friendship later, you should probably think about another target. Any place that you repeatedly visit is going to have a high likelihood of you running into people you know or have approached before.
Also, be aware that women are there only to get a workout in and get out quickly, so you have to avoid slowing her down too much from her routine. Keep in mind that she may also have a vanity complex about being seen when she's sweating, or looking less than ladylike. If she seems stand-offish in the gym, catch her out in the parking lot later.

Approach: Find a reason to get on a machine next to her, and you can always start up a conversation along the way. You can also intercept her at a weight machine

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in a circuit training group. If you can, try to get ahead of her on a machine so that she's waiting for you.

- "I'll just be a minute. I'm trying to figure out if I can be really manly and use all the weight on this thing, or if I'll just have a heart attack now and get it over with."
- "I know what you're thinking: Wow, he sure sweats a lot. But don't let it fool you. I'm just practicing for a deodorant commercial I'm starring in."

If you happen to be on an elliptical trainer or a treadmill next to her, you can always strike up a short conversation. Just keep it short, because no one likes to talk much when they're out of breath.

- "You ever wonder why it is that, on a perfectly sunny day like today, we're all inside running on machines instead of going outside?"

Details: Gyms are a great place to meet eligible single women. You should definitely keep this option open. You should also seek to find Yoga classes in your area as well. Yoga tends to have a much higher woman-to-man ratio than a lot of other activities, and you can always find opportunities in a class where you can take a few weeks to familiarize yourself with the women who attend.

Phone Numbers and Email Addresses

There are some rules for seduction etiquette when it comes to getting phone numbers and email addresses. First of all, asking for a woman's email address (and in this day and age, just about everybody has one) can be a lot less intimidating for her to give you than her phone number. Ideally, you should get both, but an email address is a bare minimum.

Never write her number down on any piece of paper that has another woman's address or phone number on it. Don't carry around a black book and expect her to pen her name in next to "Lola" or "Desiree." You don't want to risk coming off as a "player" type, or you'll trigger her defense systems.

Also, don't seem **too** prepared. It's good to always have a pen, but don't try to whip it out as fast as a gunfighter's pistol when you ask for her number. Make it seem like this experience is entirely unique, and that she's the only woman you've approached in a while. It's always about making her – *this* woman – feel unique and

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special early on. That's why a little intentional fumbling is endearing to her. It makes her feel unique.

Interruption Transition

When you approach a woman with the intent to meet her and get her phone number, you have to realize that you are probably going to have to interrupt her from whatever she is doing. You should preface your interactions with a woman in a way that keeps it from being too jarring or sudden. A very simple, polite phrase is all it takes:

"Excuse me, I don't mean to interrupt your (whatever she's doing), but I wondered where you got that coat."

It's difficult enough to transition from your own thoughts to interacting with another person, and it can be a little disturbing, like jumping into a cold pool. It's much easier if you can wade in slowly rather than shock too quickly. So give her a gentle transition with your interruption.

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The "Scams"

I don't like the thought of using deceit in seduction. It doesn't sit well with me. I believe that you can reach all of your seduction goals with honesty and honor. Some guys feel it's okay to lie about anything along the way, and that's their choice.

One area that I feel it's okay to dabble in being slightly "less-than-honest" is in the introduction. Sometimes you just need a good hook to meet a woman, and you don't always care about the how, as long as the approach works. In my book, results are **ALL** that matters.

Sometimes a little "scam" is necessary. As long as you don't carry it on for too long (no longer than the first ten minutes of the conversation), I think anything goes when you're just trying to get to talk to her. If you go longer than this before you let her in on it, however, you're asking for more trouble and bad karma. She'll feel tricked and manipulated. Don't go there.

Here, then, are some of the scams you can use to get yourself introduced to a woman. They all play with the truth a little, but in a way that is harmless to both of you. You should try to think of your own, as well. It's not very difficult to find an angle that you can re-use on several women. The best way is to have a prop, some object that can serve as a kicking off point for your intro. I'll cover the use of props in each of these scams.

One great prop you should consider is a digital camera, if you can afford one. These have come down in price quite a bit, and having one lets you have some great fun on seduction meetings with women. If you can't afford one, at least pick up a disposable camera that doesn't look too cheap. This prop will be useful in the next few scenarios.

The Writer/Columnist: Everyone is a writer. Everyone can be writing about something, or someone, for a class or a newspaper article or an op-ed piece for the local paper. You can invent a few interview questions and memorize them. Then, when you find a woman you want to talk to, you use that topic to start the interaction. You can even invent a 'friend' who you are helping out with this, so you don't have to answer too many questions.

Try this:

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"Hi, I've got a friend who is trying to compile a list of great places to meet people in the city. Would you help me out?" Add a few questions at the end, like "Are you single? For how long?"
Then you bridge into: "Hey, this all sounds great. I appreciate your help. If I need to get hold of you, in case I publish your suggestions, what number would I use?"

Or:

"Hi, I'm writing an article on dating. Do you have a second to tell me about your experiences?" Add on the qualification questions as well ("Are you single? For how long?" etc.) And use the same close.

You just have to take a few notes along the way, and you can ask her almost any question you like. This approach gives you a license to ask many arousing questions you might not normally be able to ask until much later, such as if she thinks men are generally good in bed in that area. You're just a writer, after all. Inquiring minds want to know.

The Survey: This one is related to the Writer/Columnist approach. You simply make up a survey on some hot topic and keep a copy of it on you at all times. When you spot a target, you approach her and ask her if she's got a second – she looks like the kind of woman who might be able to answer a few questions (and don't tell her what 'kind' that is.) You've got a 'friend' who is compiling some public opinions. Try these for survey ideas:

- Survey on Bad Date Stories
- Survey of Great Date Stories
- Survey on Women's Fashion (what she wears and why)
- Survey on Favorite Restaurants

When you're done, you get her name and number in case you have to follow up with any questions or get any details. Don't forget those qualification questions from the previous scenario.

The Photographer: Get your digital camera out. When you spot a prime target, you go over to her and say: "Hi, I'm sorry to bother you, but I'm doing some talent research for a friend. You look like the type that he might be interested in. Can I get a picture of your … hands?"

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(The trick here is to build it up a little, then throw her off track when you say you only want to take some shots of her hands.)

You can move on to take pictures of other areas later, but asking her to get pictures of a part of her she isn't expecting will not start her false modesty. You know how women start acting all coy and saying, "Oh, I don't like having my picture taken, tee-hee-hee." Or the equally sickening, "I don't look good in photos," yet she starts acting as if there's a wind machine in her face the second you pull out something remotely resembling a camera.

After you take two or three pictures, tell her that you ran out of memory space, or film, and that you need her number in case you might be interested in getting more shots.

Tattoos: Let's face it; generally speaking, a girl with a tattoo is not on the same sexual activity level as your everyday nun. I don't assume anything on appearances, but you can place a pretty safe bet that a girl with a tattoo is more on the wild side than, say, Priscilla, Queen of the Man-haters over in accounting.

You can use this scam as a great introduction, and it's kind of a combination of the previous two approaches. Once again, if you have your digital camera with you, you've got a license to do just about anything.

Walk up to a woman you spot with a tattoo and say, "Excuse me. I saw your tattoo and I wondered if you would volunteer for a photo of it. I'm in the process of collecting unique tattoos for a photo collection." Most women get tattoos to be noticed, but if she acts reluctant to have her picture taken, you say:

"C'mon. You didn't get a tattoo so people **wouldn't** notice it. You got it to be seen, now *get seen*." When you get the picture, tell her you ran out of memory space, or film, and you need her number …

The Lost Watch: Get yourself a cheap women's watch from a street vendor or department store. When you're in a bar or club, come up to a girl and hold it up to her. "Hey, miss, did you happen to lose a watch? I found this where I thought I saw you standing a while ago." Most women will look at it and say "No." You just nod and say, "Well, I'm sure the gal who did lose it is still around here. Come to think of it, it's not your style at all. I picture you as wearing one of those Bart Simpson watches. I bet you have one of those, don't you?" From here you bridge into a normal conversation with her. The watch was just a tool to get your foot in the door. Her defenses will probably

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be slightly lower if you use this approach, since she doesn't assume you're coming on to her from your introduction line.

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STAGE 2: PROGRESSION

In order to reach your goal – seduction and sex – you must move consistently forward. Relentlessly forward. Unhesitatingly.

There is a pattern of sexual progression that will allow you to go from flirting all the way to sex with a woman, if you're persistent and flexible. I'm going to highlight the various steps along the way, and give you the pattern to work this plan from start to finish. It will always be up to you, however, to interpret your particular situation accordingly and act to get maximum results. You connect the dots with action between each stage, and you'll have success in getting more women into bed.

She expects you to keep moving forward with her until she stops you. If you don't keep progressing forward with the seduction, she will feel a disappointment and a letdown inside that will end your chances of sleeping with her. (Remember the analogy of the kite string. The kite crashes if you can't keep the right level of tension to keep it up in the air.)

So if you think that you can get laid by sitting back and taking it easy, you're wrong. She needs you to drive the Car of Seduction, and watch and listen for her subtle directions. She won't reach over and start steering for you, but she'll let you keep your foot on the gas as long as she feels safe about how you're handling the vehicle. And she's ready with her hand on the emergency brake for the slightest sign of hesitation or insecurity.

For another analogy, a seduction is like a tree. Every living tree is in a constant state of growth. If a tree isn't growing, it's *dying*.

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If a seduction is not progressing, the seduction is dying.

Pure and simple.

If you're not moving forward with your target, escalating the excitement, moving from one step to the next, your seduction is dying. There is no neutral or idling state, because if the situation is staying level, that will most likely be working against you. Be willing to watch your status with a critical eye and sense where the momentum is going. Women rarely slam the door shut on a seduction without there being hints that you can learn to watch for along the way. Sometimes these aren't always noticeable until afterward. However, you need to learn from every situation so that you can address these problems when they do happen.

For example, if you're on a second meeting with a woman, and she's not as warm or interested as she was the first time you met her, you need to find out the reason why. There are only two situations for it: She's not as excited *because of you*, or she's not as excited *because of someone/something else*. If it's because of you, you need to take steps to address the issue and get her moving forward again. If it's not because of you, you need to get her mind off of the distraction and *back onto you*.

So, in actuality, it's **always** up to you. Both situations are usually within your Sphere of Control and Influence. However, there will be situations you cannot affect, such as if she's bummed out because her friend just jumped off a bridge, and there's almost no chance you'll be able to distract her enough.

And, remember, as we go through these steps in the Progression, you always have an "eject" button, or a fallback plan. Here it is:

Whenever you sense that you will not be able to take a seduction attempt any further, you can disengage by asking for her phone number and leaving. If you keep this strategy in your back pocket, you'll never feel like failure is your only alternative.

Let's say you're with Theresa, a buxom Italian beauty, and you've introduced yourself, and she's been giggly and at least somewhat interested. You've thrown a few tricks at her, and even read her palm, but she still seems like she's got a very firm guard up. You know you could spend the rest of the night working on her, but something in your gut tells you that she's not going to go very far tonight, and you'd like to see if you could work more on her later. You decide to leave her while she's still wanting more, and by doing so increase your chances of completing the seduction another night. You find a place to stop the conversation and say:

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"Well, Theresa, I'm so glad *you met me* … er, I mean, I'm sure glad ***we*** got a chance to meet …" (laughs) "… but I've got to get going. You know, we might like to continue this another time. Let me have your phone number and we might talk again."

By removing yourself, you are hitting the "eject" button – not her. And you're still leaving some potential for re-engagement at a later time. You walk away a winner no matter what.

Or, let's say you're on a meeting with Anna, the skinny runway model who you've been kissing for the last fifteen minutes, but can't get her away from her friends no matter what you say. You decide that it's a no-win situation if you keep pushing forward right now, so you hit "eject." You get her number and walk away, saving yourself time and energy, and you do this without losing your chances with Anna.

Be careful not to give up **too** early with her, either. Move forward as far as you can within your Sphere of Control and Influence, and when all else fails, you can hit the "eject" button and live to fight another day.

Step 1: Interest, Excitement, and Attraction

Once you've made contact with a woman, your first goal is to get her as hot as you can – for **you**. Your seduction starts by warming up the steam engine on your train of seduction and getting the fires stoked good and hot.

You start by getting her interested in you, and building that into excitement and attraction. Once you have her attracted, you will move on to the next stage.

The first step is to approach her. That sounds a bit over simplified, but it's crucial that you walk up to her and start talking to her as quickly as possible. You know from the 3-second rule how important this is. The quicker you approach her, the more self-confident you appear to her.

So, during those three very short seconds, you quickly scan her for whatever catches your eye. Maybe it's her hair – it's platinum blonde. Or it's her sunglasses – they're some new European style. Or it's her shoes – they're thigh-high green suede. Whatever you spot, you can use the approach we discussed in the previous chapter on the Tease approach.

"Wow, those sure are … *interesting* boots. My sister would love a pair like that. She likes that kind of thing. Where'd you get them?"

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Your initial Interest/Excitement/Attraction with her starts with a fairly cocky approach that separates you from all those "Players" who walk up to her every day with their Rico Suave "I Wanna Get Laid" approach. You know that you have to spark her interest in a very short period of time, and get her excited and attracted to you. You accomplish this by being:

- **Different** – Separate yourself from the pack
- **Charming** – Show your sophistication and attention to detail, which shows her that you consider her unique
- **Cool Confident** – Show her a man that is not afraid
- **Funny** – Demonstrate an ability to make her laugh, and that you don't take things so seriously
- **Mysterious** – Leave her wondering and wanting more

Getting her interested is not difficult, especially if you've been working at all on your conversation and mystery skills, such as magic or palm-reading.

Getting her *excited* is a function of how much you put together all these various elements to raise her interest. Do you remember when everything was "X-treme" a few years back? This was how companies marketed things as cool and hip. Well, the more "X-treme" you can make your approach and talk with her (without seeming like a coked-up freak) the more you excite her. She sees promise and excitement with any guy who knows how to demonstrate his confidence quickly and convincingly.

Getting her attracted to you is a function of how effectively you can show her you are independent and confident, and also short-cutting past her trust mechanism by teasing her and showing her that you are not intimidated by her.

It's a posture and an attitude. Remember the Occupation I spoke about a while back? You have to monitor your target's interest, and know when to move in on her and when to pull away so that she never feels overwhelmed by you, but you continually jack up her excitement and intrigue along the way. Her attraction for you is not a function of her rational mind. She's attracted to you by the behavior you demonstrate to her.

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Heat Up The Conversation

Make sure you're building the depth and intensity of your conversation as you go. You want to keep moving the topics forward from the initial getting to know you stuff to the seriously hot and erotic. If you keep talking to her on the level of a friend, that's all her mind is going to be able to associate with you. Your Progression must start with how she's relating to you.

Here's how you do this:

1) Describe everything in terms of sex. If you start talking to her about your job, start discussing it in terms of the sensations of sex. "I'm not feeling that *energy* I used to. You know, that *flow?* Where you *lose yourself* in the *intensity* of your work. I mean, I want to be *exhausted* from having so much *pleasure* at my job. Isn't that what you want to feel?"
2) If she makes a slip in the conversation, make sure you don't let it go unnoticed. When a woman starts to get aroused and interested, she will start making some of those accidental slips of the tongue, as well as the ones that are not so accidental. This is like that double entendre trick I showed you earlier. When her mind starts to consider you as a real possibility for sex, she will start talking in ways that imply it.
3) Your subjects of discussion are always exciting and charged. Not only must you avoid talking about negative subjects like war and famine and death, but you need to stay away from boring and neutral topics. Let's say you got in a discussion about movies you both like. Don't tell her how much you liked "The Fifth Element" for it's cool aliens and how Bruce Willis got to kick some more ass. Instead, you tell her about how you liked the love relationship between Bruce's character and Milla Jovavich (Leeloo), and how you loved the *sensuality* of their scenes together. And then you ask her what movies affected her that way, and get her to explain why. If you sat around and talked about investing in stocks and your career paths all night, you'll wind up boring each other to tears, and never raising her pulse above "coma" level.

Start Suggesting

You will want to keep heating up the discussion as much as possible. You start with the light and superficial, and then build it up. Part of doing this involves using

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seductive words and sneaking them in where her subconscious (and occasionally her conscious mind) will grab them and start to work on them.

Suggestions are not the same thing as you might think if you've heard of some of the hypnosis techniques. What you want to do is to use words that are highly sexually charged in your conversation. Start getting suggestive with the topics and the words you choose.

Here's an example: *(Paul is talking with Rhonda about how to play guitar.)*

Paul: "I can tell you that there is nothing more ***euphoric*** than ***running your hands all over*** the strings and making music.

Rhonda: "Yeah, it's so calming and peaceful. But you still feel like you're in control of the notes."

Paul: "Exactly. I feel the music ***filling me up***, and it's like there's a ***fire burning*** in my hands. I want to just close my eyes and ***soak in the ecstasy***."

You can see from the words I highlighted where the suggestions are coming from. Once you begin to talk like this with her, she will start to feel a tug toward the sexual side of her thoughts. You've just done something that most guys will never do, and that is take her mind from the calm, neutral, boring thoughts of "let's just be friends" over to the erotic heat of sexual imagery.

Your next step will be to keep the questions moving more and more into sexual and erotic overtones. Give her more and more double entendres, those phrases that can be taken dirty very easily. If she calls you on it and says, "Hey, that sounds like you're talking about sex!" You act as if you didn't even notice. "Yeah, I guess it could sound that way. Boy, don't you have a dirty mind!" If she seemed offended, you can back off and go back in a little slower. If she seemed excited by the fact that it seemed like you were talking about sex, you keep on going.

I'll add one more caution to the use of words during the seduction process: You never verbally ask her or try to debate her into having sex. It **never** works, and you'll fall all over yourself trying to be Mr. Charming or Rico Suave.

"Your eyes, they sparkle like … uhm … like … diamonds. I would love to feel your body pressed up against mine… Would you like to make love with me? Wild, passionate love?"

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Yeah, dude. Whatever.

When it comes to words, you always lead up to the door of the main event, but you stay silent when you part the curtains and walk in. Your bodies make the agreement. You don't have to hear her say, "Yes, take me now, you gorgeous stud!" (On the other hand, if she ever makes a clear verbal *protest*, **never** force yourself on her, either. Those are words you must obey.)

We'll cover more about this when we get to closing the sale. Just keep in mind that you will never actually ask her: "So, would you like to go into the bedroom and get physical?" or "How about we take off some of our clothes and have some fun?" You don't need to say it out loud, or you risk shattering the Veil of Romantic Illusion. She doesn't want to be hit in the face with what's happening to her, or be reminded: "Hey! You're about to have pre-marital sex!" She just wants to have it happen on its own. She wants to be swept off her feet.

As if it was *meant to be*…

We are also not going to go into complicated word-pattern techniques that some of the other "speed seduction" routines tell you are necessary. You don't need to learn all those intricate techniques when you are learning the critical 90% of the skills that will give you the same result. If you work to learn those "trancing" techniques, you'll spend a **lot** of your time for only a negligible effect, especially if you put too much focus on being clever instead of being solid with your fundamentals and approach. Another reason not to go into those methods is that you'll tend to feel a little creepy and strange using them. They almost never feel natural. And if you can't present them as if they are natural to you, she will just think **you** are a bit strange.

Step 1, getting her *Interested, Excited, and Attracted*, ends when you have been able to establish her arousal for you, and you are getting definite buying signals. At this point, you want to disconnect her from her social circle (which is limiting you) and get one-on-one time with her.

In many situations, you may only be able to approach, get her number, and disengage. (Such as meeting her on the street, for example.) In this situation, you will have a gap between your first attempt to get her interested and the next time you see her.

Keep in mind that you cannot seduce a woman when you are not physically there with her. You will not seduce women through notes, emails, phone calls, etc. You can only use the phone or email to challenge her by teasing, and then you want to setup the next time you will see her and resume the seduction.

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If you are interrupted at any point in these steps, your goal will be to reconnect and pick up where you left off. *In person*.

Step 2: Disconnection

Okay, let's assume you're in a bar or dance-club singles situation. You've introduced yourself, and you've talked to her for a while, and you've gotten her interested and excited. It's time for the train to leave the station.

You need to get her away from any distractions or the judgments of other friends. This is a critical step, and almost no seduction will succeed with an audience – *yours or hers*. This does not mean you try to get her to your house or her house right away. That's rushing and premature. Disconnection is when you need to get her away from friends and other people she knows, and into an environment where **you** are her sole focus.

Even *your* friends can be a hindrance to the seduction process. They may love to watch a master at work, but they'll probably make your target very self-conscious in the process. The only time you go out with a group and stay nearby your wingmen is if they are of a comparable skill level with you, and you've set up the ground rules in advance. Friends are handy at the start to provide social proof, but after that they just get in the way.

Now, if you're out at a club, or wherever, and while you're standing there talking to her you become aware that you are not going to be able to pull her into a dark corner or whisk her entirely away from her friends, you have to at least pull her focus more to ***you*** than anyone else.

If you're in a group of people talking, this can be as simple as getting her to turn away from them and move just a foot or so away. Split off from whatever else is going on, just far enough away that your target doesn't feel like she's been kidnapped, but far enough that you can talk to her without too much interruption by the other conversations going on. Create a separate world for you two to interact in.

Of course, her friends may try to pull her back into the group, but if you can keep her focus and work your body language so that she must disconnect from *them*, you'll be moving her along in the right way.

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Eventually, you will want to take the disconnection further to get her to ***isolation***, but that's not until you've …

Step 3: Increased Physical Intimacy

When you've finally got her away from prying eyes, you can begin to start enjoying a little of your effort. Up until now, it's probably all felt like hard work – approaching her, getting her to laugh, getting her to open up and trust you a little, etc. **Now** you're starting to actually *experience* her affection and attraction in real ways.

As things progress here, you'll encounter more obstacles, too.

I recall a gal I was seducing, a beautiful South African woman, who seemed to have raised her "Player" radar on me from the start. (But she still kept seeing me, which meant she fully intended to follow through at some point. That's something for you to remember.)

When I got her back to my apartment for dinner, we got to the couch for some kissing, and I was working up to feeling what was going on under her t-shirt. I discovered that she wasn't wearing a bra underneath it – nope, she was wearing a *bathing suit* with the straps knotted**. Tight**.

She set the limit there, and I wasn't going to get into a whiney, complaining argument with her to find out why she was locking her "pleasure chest" from me. The only way through that obstacle was to get her hot enough through teasing and challenging her that she would undo those knots herself. I called her on her behavior; joking with her and making her feel silly about it. (Confrontation, as we'll discuss, is a valuable tactic.)

You have to be willing to be turned down to keep the seduction moving in the right direction. Remember, it's either growing, or it's dying. And even when you do run into obstacles in the seduction, remember that there's always hope as long as she's still there with you. It's only over when she's gone, so you still have a chance.

In this stage, we understand that taking things to the next physical level is next. There's also a danger in this step of running into some of her defenses that can shut you down. If you come on too strong physically for her, she can eject you faster than James Bond can toss an evil henchman through a window.

The first physical step you want to take is in simple contact – touching. You need to be tasteful about how you do this, but at the same time gently press the limits of

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what she would consider a "friend's" touch. (Typically, friends only touch when they hug, and we'll get to that situation, too.) It's not too hard to move forward with getting more intimate touching. You just need to be willing to take a risk from time to time.

Hand-holding, while perhaps a bit too "high school" for what we want to accomplish, is still a necessary step in the seduction progression. Your best bet to getting there with her is to use your palm-reading ability that we discussed a while back. There is no better way that I've found to initiate physical contact than this. You can read all sorts of things from her reaction and willingness. You'll be able to feel her skin temperature, her pulse, her muscle tension, and her perspiration level. All of these should give you a pretty clear indicator of her interest level.

Watch for these indications:

- Does she lean in with you when you read her palm? Is she detached or involved?
- Is her skin cold or warm?
- Are her hands shaking or calm?
- Is she tense, or relaxed? Does she seem like she wants to pull away?
- How does she react when you trace the lines on her hand with your finger? Does she quiver? Or, does she tense up?
- Is her palm sweating?
- What's her heart rate like? Slow and calm, or speeding up? You can take her pulse just by holding her hand in a way that lets you either touch her wrist, or certain areas of her palm will give away her pulse rate.
- Does she keep her hand in yours, or does she try to pull it away as soon as she can?
- Does she ask questions that keep you going forward, or does she just nod?

Some things to be careful about when touching:

- Make sure that when you do finally contact her, your hands are not wet and clammy. That's a major turn-off for women.
- Do not put your hand on any sexual part of her body without an invitation. Women do not like to be fondled indiscriminately.
- Do not touch her for very long the first few times. Just a couple seconds. You don't want her feeling smothered or fondled. Tease her with your

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touch, too. She has to want more touch from you than you're currently giving her at any moment for maximum attraction.

- Be as gentle as possible with your touch. Never grab or apply any strong pressure. She should just barely be able to sense your touch.

One of the most important things to read from a woman is this: If she's touching you (putting her hand on your arm, play hitting you, etc.), she has *some* interest and at least a little attraction for you. This is the most positive indicator you can get at the early stages.

See the Kinaesthetics section at the end for more detail on handling touch with her at the early stages.

The Kiss

The next most important touch is the kiss. Kissing her is the first sure-fire indicator that she's digging you.

I can't address all the circumstances you might be in where you need to go for the kiss, but I can give you the general rules. A kiss is warranted when:

- You've already established some contact by touching her hands, arm, or back in some way.
- You're reasonably sure that she's digging you, by her verbal and body language indicators.
- You're also pretty sure that she's willing to keep moving forward with you at this point; i.e., she has no trust issues to resolve with you.

You're going to have to at least get her away from her friends (unless they are already off making out with other people.) The woman will have to be in a situation where she will not feel self-conscious of other women or friends seeing her. This is why you need to keep disconnecting her from outside observation until, eventually, it's only you and her.

I can't tell you how this will work for every woman, since this depends largely on these factors:

- Her trust for you
- Her attraction to you

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- How strong the Slut Complex affects her
- How safe she feels
- How she feels about public displays of affection

Some women have no problem getting a physical in public with a man. Some are just too shy and self-conscious to ever allow it. You must use your Occupation skills to determine where the woman you are with stands with this **before** you jump forward to start kissing her.

The process to progress from your initial approach and interest/excitement/attraction is nothing more than constantly watching your interactions with the woman. You use all the strategies you've learned so far to keep the conversation light, funny, and playful. You keep the excitement level rising by using charged words, double entendres, and other conversational tricks. You keep up the enchantment for her by using things like palm reading, magic tricks, and open-ended exploratory questions. Control the conversation, and keep teasing her.

Same formula, nothing new. Just keep raising the sexual tension along the way.

When it's time, there are a couple tests you can use to tell if a woman is ready to be kissed by you. The easiest is the Hair Test. When you're ready to give the test, you just reach over and touch her hair. You say, "I really like the color of your hair. Does it feel as good as it looks?" (And then you touch it and feel it between your fingers.) If she doesn't make a move to pull away, or she looks excited by your touching her hair and being in her personal space, she's probably ready. If, on the other hand, she jerks away, or looks very uncomfortable with you, you need to step back and establish some more interest, excitement, and attraction.

Another test to see if she's ready to be kissed is called the Whisper Test. What you do is you find a good time to tell her something very quietly and privately. You should have something funny (and even teasing) to say to her. You motion to her to come closer. You put your hand on her upper arm or back, and you whisper something in her ear:

- "Psst … I think you've got a piece of food in your teeth."
- "Psst … I think I saw a woman over there checking you out. Do you want me to introduce you?"

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- "Psst … I think your fly is down."

You want to watch her body language and see how she reacts to your intrusion into her personal space. If she seems eager to get closer, you're probably good for a kiss. If she seems very nervous or tense from your getting close, you'll have to step back again.

(Note: Make sure you don't hit her with some foul garlic or beer-breath when you get in close. Use a mint if you have to. And make sure you've got good cologne on so she can catch your scent.)

Kissing Rules:

- Just brush her lips with yours the first time you go for the kiss, then pull back slightly. This move will drive her crazy.
- Make sure your lips are soft and moist. Use Chapstick or some lip balm. Chapped lips will totally kill the moment.
- Start out very soft and understated. Hold back on the tongue.
- Do not push your tongue in her mouth. Let hers come to meet yours
- No teeth. Ever. No biting tongues or lips, or licking her teeth.
- Slow down. You can't kiss too slowly for a woman. Most men will dart their tongue in and out of her mouth like a frog trying to pull dinner in. When I say slow, I mean: … *s - l - o - w* ….
- Do not attempt to wrap your arms around her during the kiss. Too scary. Just lean in and kiss.
- Do not mash your face on hers. Pretend your lips are like a paintbrush, and you are just dabbling across the canvas. And don't kiss all over her face, either. Stay within the lines of her lips.
- Avoid heavy saliva. Don't leave her any moister than you have to. She should never have to wipe her face afterwards.
- Use your hands during the kiss, but in a provocative way. I like to take one hand and use it to push us apart gently when the kiss is getting intense. When you can demonstrate the will to push *her* away, she'll go nuts. You can also use a free hand to cradle the back of her neck, right below where her hair starts growing. Run your fingers gently into her hair and you'll send a chill up and down her body.

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- Stop kissing her *before* she stops you. If she has to end the kiss, her interest will dip slightly. Remember the number one rule of show business: "Always leave them wanting more."

Other Good Kiss Maneuvers:

- Kiss her on the neck, either just below her ear or on the back, under her hair. One quick, slightly moist kiss here will heat her up like nothing else.
- Occasionally, if it's a good make-out session, you grab her lower lip between your lips and give it a tug.
- Draw her tongue into *your* mouth from time to time. It takes a little practice, but you can lure her over to your side. This lets her be the dominant one for a while.
- Every so often, take a breather and kiss her hand in a very slow, sensual way. The way to turn her on is by tempting her without letting her think you're going to go all the way.

Step 4: Isolation

Now that your train is steaming along, you want to get it underground and in the dark as soon as you can. Seduction is not a spectator sport. For you to stand a chance of intimate sexual contact, you're going to have to move the seduction to the next step.

Isolation works differently depending on how you first met her and how you're progressing. You'll probably have a lot of women you get phone numbers from and then set up a seduction meeting later on. These meetings should always be *just you and her*, not with her friends or yours around, if you have any say.

If you call up a woman and ask her to join you for a drink (at a pub or other public bar) because you happen to be in the area, and she says, "Hey, that would be great. Do you mind if my friend Lisa comes along?" You tell her, "You know, I'd love to meet your friends, but another time. I've only got a little while, and I wanted to just spend a few minutes talking to you." Let her make up her mind how she wants to handle that. There are only three situations:

- If she was under the assumption that you all were just getting together to pal around, she now knows that you have more interest in her than

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friends. (Which she **must** know for you to keep going.) She'll either turn you down, or agree.

- If she's interested, she'll agree. Great, go ahead as planned.
- If she's got trust issues, she will insist on her friend coming. If you've chosen a public location and she wants a chaperone, you should tell her that you preferred to have some time to get to know her, and maybe this timing isn't good for her. (And you should probably lose this gal's number right away.)

If you're on a "date" with her – the traditional dinner date – (not advisable, but some guys still can't seem to break the habit) you should try to find a place to go with her afterwards that will allow you to interact with her directly. (Never a movie!)

Some guys like to take women to arcades or game parlors, which is a good alternative to move the progression from one situation to the next step. The excitement and interaction is a good warm up, and it adds variety. Something many guys miss in their seductions is keeping the variety in your activity so that it doesn't seem too overwhelming to her. She needs to be able to breathe from time to time during the seduction. Any activity that takes the pressure off and lets you both just have fun is a great addition to the night.

For the last stop on the night's activities, I recommend a place that allows you both to relax, but doesn't seem too obviously setup for seduction. A quiet bar with a dark table in the back is good, if she's in the mood. I prefer a bar that is a little out of the way, but not a total dive.

Don't be too quick to try to get her back to your apartment or hers. If she mentions going there, then by all means take her up on it, but don't push for it if she seems hesitant. That would be too far too fast. **You want to be careful not to make any changes that are too sudden, since those will shock her out of the seductive magic.** Keep things moving slowly and steadily. (As they say in the cop shows, *No sudden moves*.)

Plan for a location where there are no challenges to overcome, such as roommates or other unknowns. If you live with other guys (or girls) be sure to lay down some ground rules in advance with respect to people you bring back home. No intrusions, and no attitudes. You'd be amazed how bitter some guys get when their roommate is getting some action. (I once had the good luck to have a roommate that played piano, and when he knew I was having some fun, he played some good seduction music downstairs for us on his keyboard. - *Thanks, Dan*.) This falls under the "be prepared" slogan.

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Isolation can also be in your car, but I recommend against it. Unless you're planning to drive somewhere romantic (a beach, a scenic overlook), you're just going to seem like a nervous teenager. It doesn't seem classy to try and get sex in a car if you have an alternative. But again, it depends on *your attitude* and *her willingness*. (And the size of your car. Don't get randy in a Cooper Mini … it's just too damn uncomfortable.)

I'll cover a strategy for actually getting her to go along with you to your house or hers in the upcoming section: "Let Her Think It's Her Idea."

Step 5: Extended Physical Intimacy

This is where you take the kissing or previously initiated contact to the next level. Now that you've got her in isolation, there are fewer obstacles to your success. In fact, the prime factor that will determine your success at this point is how well you keep from going too far too fast. If you hurry or rush at any point in the next phase, you will risk the very real possibility of her getting cold feet and stopping the seduction.

It is in this stage, then, that it is most critical that you keep your Occupation skill turned up to its highest setting so that you can sense any change in her mood or behavior that would indicate her "Slut Complex" is about to kick in and slam on the brakes. It is never more important than now for you to approach her with the Seduction Dance we talked about earlier: *Two steps forward, one step back*. Your steps need to be much more precise than they were when you were just talking to her and exchanging chit-chat. You are coming in toward her with a *physical* intrusion that she can decide is wanted or unwanted. If she is willing, she will let you through. If she is unwilling, you will be stopped.

Let's go back to the likely situation here: You've managed to finally get her back to her house, or back to your house, and you're in close physical contact somewhere comfortable. On a couch in the living room most likely, but it could easily be the floor, or even your bed, if you're sharing a flat with some friends.

So let's say you're on the couch, and you're getting back into the groove with her. You want to be sure to not let your kisses last very long at this stage. It's easy to over-indulge, but you want to shoot for the opposite now. You want more short kissing sessions rather than longer and longer ones. Why? Because you are trying to keep her desire elevated. When you can keep pulling away from her, she will not feel like you are overwhelming her, or coming on too strong.

You should also start making frequent comments to this effect:

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- "Whoah… I'm getting kinda hot and bothered here… I gotta cool down…"
- "Phew! You're warming things up in here, lady… Yowza …"
- "Wow! You've got my blood boiling … I need a second to recover."
- "I better take a second here. I don't want you taking advantage of me."

This is back to the role reversal from before, only now you **don't** want her thinking you're joking as much. Let it seem like you're having a tough time resisting ***her*** advances. Let her think she's the one that's seducing you. Women don't like to feel pressured or forced into sex, and this allows them to feel totally liberated to act on their own desires.

In most cases, she will come back to you and say, "What's wrong?" And she might even act a little cocky. "Am I too much for you?" This is precisely what you want her thinking – that she's the one who's making you do something you aren't used to. If you can act just a bit nervous, you can really get her excited. Keep her believing that this is unusual for you, and that she's having an intoxicating affect. The roles reverse and she becomes the seductress.

Go back into kissing her, and start to move forward again, this time start to caress the curves of her body: her breasts, her hips, and her buttocks. Don't start pawing at her crotch. You want your hands to seem like they're in heaven just touching and sensing her body. Like you've lost a little bit of control.

Then, once again, you stop yourself and make a dramatic show of being "captivated by her," and that she's "got you in a spell." Don't compliment her looks or her body directly, just imply that she has this affect on you, and you can't seem to control yourself.

Now, resume your kissing and touching. This time you'll go a little further with it. You'll caress her body, and maybe gently rub her breasts, thumbing her nipples. See how she reacts. If she seems uncomfortable, try to pull away again and step back. Use your skill of controlling with questions to get her to talk about how she feels. You can usually find out if there's a chance she's going to slam on your brakes soon.

Remember, the objective is to never let **her** slam on the brakes or stop the seduction, because that will set you back much further than if you do it yourself. It's like a board game, where if you stop yourself, you only have to go back three spaces. If she lands on your spot, you have to go back ten spaces. **You** have to have the self-discipline.

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Back to the progression: If she goes along with your touching her breasts, you let this get her aroused, and stop again. Only now that you're making some genuine progress, you don't want your stops to be as dramatic. You stop a little, and it's more like a momentary pause. It goes like this:

- Stop kissing her for a second
- Just breathe heavily with her for a moment
- Keep your hands where they are, even if they're on her body, just don't move them around

After a second or two of waiting, change your touch from her erotic zones to something different, like her neck, or her hands, or the top of her chest above her cleavage. Behave as if you're hypnotized. Even look like you're in a trance.

Now, go back to kissing her and start progressing further. Maybe stroke the inside of her thighs a couple times. Whatever you choose to touch, just don't stay there long. The best way to drive her crazy for you so that she will eventually cave in and want sex is to give her *so much* foreplay and erotic touch that she is almost in tears.

Keep up this alternation, slow down, start up and get very hot, then slow down just a little bit less than you slowed before. Start up again, and get even hotter. Do this for about a total of ten cycles, and you should have an idea of whether she's going along with you for the rest of the trip.

At some point, you're going to sense that things are about to get really interesting, and then it's time to …

Step 6: Close the Sale - Sex

We'll resume the progression in a moment, after we cover some more background.

Your goal is to eventually have sex.

Now, this doesn't mean have sex and still be by yourself, the way a lot of men rush their way through sex with a woman. And what I mean by 'still being by yourself' is when a guy gets in bed with a woman, then he merely uses her to get himself off, and then he leaves her feeling used and practically violated. You owe it to the woman

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you're with to be in this game for the two of you, not just yourself, as I stated at the start.

Learn good sexual techniques. Turn every opportunity you get in bed with a woman into a potential learning experience. Hell, she doesn't even have to know you're inexperienced, as long as you ask in the right way. And, honestly, women ***love*** getting a man who may be a little unsure but is eager and willing to learn.

Something else that's important to remember is that you **must** close the sale as soon as you can. If an opportunity comes up to sleep with her, you should **not** turn it down. Close the sale at the earliest opportunity. In the previous step, if she were to start pulling your zipper open and start going down on you, don't even think about slowing her down. Just go with it and have a great night. It can sometimes be tempting to hold off longer once you get the hang of seduction, but it's not smart.

Let me related a story to you so that you understand how this works:

I know this sounds crazy, but I used to **deny** women who wanted sex in the first date or two, thinking that this kind of restraint was going to be respected and would make her want to get me in bed even more later on. In many cases, if the woman is interested in a long-term relationship *and* she's very attracted to you, this can be true.

However, in many cases, a woman is really only interested in sex, just like the guy is. There **are** women out there that only want casual fun, and if you pull the "It's a bit too soon" or "let's just wait" routine on her, you risk getting the same reaction I was getting: I got dumped by women who wanted **me** to put out. It was a weird irony that I didn't fully understand until recently. I was letting my ability and success go to my head.

If you want to heat up her flames of desire, you want to be careful not to throw **too much** water on them. Go with it. You will find as you date and get more experience, and more successes, that you will get enough sex along the way to be pickier about when and who you sleep with. This is very empowering. Just realize that women understand now more than ever that *they* have a right to get sexual satisfaction without long-term commitment from time to time.

Initially, it's very effective to do use the Role Reversal and use women's lines against them.

- "Whoah, you're moving too fast …"
- "This doesn't usually happen to me …"
- "Are you trying to seduce me?"
- "I don't want you to think I'm easy…"

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Be aware that at some point that your clever protests may work against you, as a woman could see your behavior as sincere, and that you might be looking for a relationship – something **she** doesn't necessarily want.

The moral of the story is: When you know that she wants you, go ahead and give it to her. Don't push your luck by going too far playing "hard to get" and making yourself "*hard to want*."

Okay, now that I've made that point, let's get back to taking the progression to its conclusion.

At some point during the heavy physical contact, you're going to be able to tell that she is **so** hot and in the mood that you couldn't stop her with a fire hose. She's going to be moving on your body like a porn star, and she'll even start to undress herself and you.

Again, don't rush in. Just go forward at a patient speed. If you hurry, there is still a chance of you breaking the spell, so just stay at the same pace.

Don't stop with your occupation skill at this point, either. You still need to watch in case she tries to hold herself back, in which she gets so hot and bothered that she pushes herself too far too fast. You might not have done anything wrong, in this case, it's just that she let herself get too carried away, and then she got a case of last minute jitters. She hits a wall in her mind of: "Oh no! I'm being a Slut! I'm doing something wrong!"

The secret to handling this (and you can only do so much, really) is to keep stimulating her in a way that she won't want to stop you – or think about the situation beyond her own pleasure. In other words, if you've got your fingers in her, don't pull them out to get your pants off until she's screaming for you to do her. You want her to feel **completely** immersed in the ecstasy, and completely committed to finishing the deed. Sometimes, however, you just can't stop her from driving into her own brick wall, and she'll just freak. Don't push to get her to come around. Just relax and see if you can stop and come back in for another attempt, like a fighter plan on a strafing run.

As a side note, I've found that it's better to **not** be the one to pull the woman's pants down, if you can avoid it. This is probably the final checkpoint in the seduction where she will still come up against her very last defense mechanism to see if she still wants to continue and have sex. When she feels your hands tugging at her jeans to get them off, she is now thinking she's at the last point where she will probably be able to

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say, "Stop." (Not that she still can't stop things, and that you shouldn't obey her if she does, but chances are that if she gets her pants off, you've hit a home run.)

I once got to this point with a woman, where we were hot and bothered and going crazy on her bed. She finally said we had to stop, and she went to go pee (a common situation you will have to be prepared for, since stimulating her often makes her feel the need to go). I waited for her to come out and started to kiss my way down to her stomach. While this was going on, I was getting her shorts and undies pulled down. When she realized what had happened, she said, "Oh, f*ck it!" and pulled me to the bed.

If she doesn't help or pull her pants down for you, you will have to take a chance and do it yourself. The best way I've found to do this is to use your hands to get inside them and help them over her hips. (Make sure all buttons and her zipper are completely down to make it as easy as possible.) If there's too much tugging and pulling and prying, it can spoil the moment. Even if it takes ten minutes, you just keep worming those pants down, an inch at a time. Don't stop stimulating her at any point during this process, so that she's never forgetting what's coming. (***Her***, she hopes.)

I'll cover how to give her the rest of the pleasure she's expecting in the last chapters on sex. Just stay patient and realize that if you give her a good time, yours is ***guaranteed*** from here on out.

I'd congratulate you, but there's still a bit more "work" for you to do. But it's the best kind.

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Seduction Strategy: Recovery – Excuse Yourself And Try Again

As I think I've told you about a hundred times now, it's always best to go as slow as necessary to never wake the sleeping guard dogs in her mind. You don't want to break the illusion of seduction you are creating. However, when you do make a mistake, or if you push her too far, too fast, you need an effective strategy to recover. The best way to do this is to do the following:

First of all, don't seem **too** apologetic. You don't want her thinking you are calculating this too much, nor do you want to come across as seeming *too guilty* – as if you've been caught with your hand in the cookie jar. You want it to appear that this level of intimacy is *where you feel comfortable* getting to with her. It's *natural* and not strange at all.

Make it seem like it's **her** fault things got a little out of control. After all, you couldn't help yourself, and she's put you under some kind of spell that briefly overpowered you.

Always claim that these circumstances and this situation are unique. This is where I will use the typical female line, "I can't believe I'm doing this!" against her. You make her think that this situation has *you* behaving out of the ordinary.

Turn the situation around so that it seems like *she's* the one up to no good.

Here's an example, after Nina pulls your hand out of her bra:

"Wow, I'm sorry about that. What came over me? I never do this with anyone so quick. It's just that you're so much more interesting than most of the women I meet. What are you trying to do, seduce me?"

Some things that you should never do if she puts on the brakes:

- Act childish or hurt
- Act as if she's done something wrong or bad
- Get pissed off or angry
- Force her to go on anyway

It's not too hard to recover if you slip up. Just be sure to make her feel good about where you are, and then you can resume where you left off. Just be aware that

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you may have to slow down even more, because those guard dogs always sleep with one eye open after they've been woken up the first time.

The Denial – or, the Takeaway

Human beings always take things for granted. It's our nature to take all our possessions for granted after a while. Think of all the stuff you own that you once treasured, but now you treat just like everything else. Your car was once a novelty, but that got old, especially after the first few times you had to wax it or repair it. Your big-screen television was cool, too, but you don't think it's as great now as when you first bought it and played that first X-box game on it.

There's a famous curse that says the worst thing you can wish on someone is that they get everything they want.

Women are just as susceptible to this as men. In order to move her forward toward being with you, you have to be willing to revoke or take away what you were once going to give her. This is related to the Principle of Scarcity. As you saw above, when you back off from your seduction, you give her room to feel your absence, and she'll start longing for the attention and the excitement once again. She'll be more eager when you return.

Every so often, you have to be willing to pull in your welcome mat and just take the opportunity away from her. You stop and say, "Look, maybe this is going to fast for you. I don't know if you've got what it takes to handle this. You should probably cool off. I'm thinking it's better that we stop for now. Maybe later, if it looks like you can handle it, but it's too much for you right now."

This is a lot like the old "reverse psychology" tactic you used as a kid, where you tell someone the *opposite* of what you want him or her to do in the hopes that won't want to obey you. We have a natural tendency to want to do what *we want*, **not** what someone tells us to do. (Hey, why do you think so many girls go out with those bad-boys? They're forbidden, and they know that what is forbidden to them is probably forbidden for a reason, and they want to discover why for themselves.)

The strategy of the takeaway is an old sales tactic, but it works in life, too. When you suddenly take away the opportunity, and then give it back later, you demonstrate that you have the self-discipline to deny them what they want as well as show them you don't have to have it either. Then, when you do give it back, they are twice as eager and grateful. You won't be taken advantage of – *ever* – if you use this strategy in your seduction.

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Have you ever lost something important to you, and then gotten it back later? Remember that horrible feeling of loss, and then that relief you felt when it was found again? Like thinking you left your cell phone somewhere. You panicked, swearing to take better care of it and not lose it again if you could only get it back, and when you did, you felt so relieved. You took so much more care of it after that (at least for a few days.) This is the psychological affect you'll have when taking away an opportunity from her. (Assuming that you were able to spark her interest and attraction initially.)

How do you actually handle this with a woman? Let's say you're in a booth at a club, and you're making out with her. You need to stop before she's had enough, and gently push her back. "Whoah," you say. "This is getting pretty hot. I'm not sure if you're ready for this yet. Maybe we should just hold hands for a while." She'll smile, and probably go along with you, and then she'll keep trying to pull you back under her power again. **The point is to keep her excited and feeling as if she wants <u>you</u> a little more than you want ***<u>her</u>*****. This keeps her energy flowing in the direction of your seduction goal. She'll keep moving forward as long as you don't run her over.

Let Her Think It's Her Idea

Another essential strategy you must use is letting the woman think that the things **you** want are ***her*** idea. If she thinks <u>you're</u> the one asking her back to your house, she's going to have a cognitive guard up, making her wonder "What's he after?" On the other hand, if she thinks you're just speaking what she's already thinking, (perhaps things she would never actually say, like "Let's go back to my place") she's much more likely to go along with you. You're just opening the gate to the road in front of her.

You are trying to get her to go along with the seduction by being able to see what she wants, and knowing when she can't take that action herself. Women will very frequently stop from doing what they want because they don't feel they are entitled to go after it themselves. They need someone to make the decision for them, and then that way they can feel that they are free of blame if they were just doing what someone else suggested. This is a rationalization that you can put to your benefit. She won't always make it obvious that she wants to sleep with you, but she may be looking for an excuse to "let it happen." (That way, she doesn't have to feel like a slut, and she can always revise what happened after the fact.) Convenient, wouldn't you agree?

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In a personal example, I was once working on intimate contact with a woman on her couch, and things were getting pretty hot. At a certain point, I stopped what we were doing and asked her: "Are you trying to seduce me?" I knew that she was probably starting to wonder if I was seducing *her*. To this, she was speechless. Finally she said, "Is that what you want?" I didn't reply, and kept going on to complete the seduction. I planted the notion with her that she was seducing me, and eventually she found the whole situation much easier to accept.

When you get to a point where you know she's ready to go further, but you can't figure out how to connect the dots without being too pushy or obvious, you make it seem as if it's **her** idea to do it. One way that you can suggest going back to either of your homes is to make it seem as if you're reluctant, and then make it seem like it was her idea. (She just wants you to voice her inner desires for her.)

Here's an example of how you might use this:

You're driving back to her place, and you've stopped your car in front of her apartment. You're getting in a little kiss and grope, because she just can't keep her hands off of you. At some point, you break away from her and say, "Oh, all right. I guess I can come in for a minute or two, but I have to leave in a while. You can play me that CD you were telling me about. But, I've got to be up early tomorrow. So no funny stuff, okay? Plus, I could really use a drink of water." Then get out of the car and walk around to let her out. Don't ask permission. Assume the sale.

The key to pulling this off is that she had to have suggested something earlier in your conversation that would require you to come into her apartment, like listening to the CD in the example. It could have been her mentioning that she's got some autographed picture, or some rare trinket she picked up while in France. If you pick up on any opportunities like this in conversation, be sure to store them away for later. Make it a point in your early talks to find something that she's got at her home that you find very interesting and would want to see. That sets the stage for later.

When you think you know what she's thinking – and this *will* happen when you learn how to read her body language and eyes – you can really start to impress her, as well as further your seduction by being able to find ways to let her think that the things *you* want are actually **her** idea. She wants to feel innocent and pure, and won't actually act until you make it all right for her to let herself go.

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The Cardinal

Hang on, guys. I have to get clinical with you so that you know how to handle a very important situation in seduction: Her menstrual period.

One condition you must always be prepared for in seduction and sex is that there will be some women you meet and seduce that are not going to want sex because they are on their period.

Look at the odds: If a woman has an average menstrual cycle of 28 days (exactly 4 weeks), she will ovulate at around the 14th day from the start of her last period. Her period will probably last (on average) about 6 days. This can be made shorter if she's on a birth control pill. The heaviness of bleeding is also a variable, and it's usually lighter if she's on the pill. (In fact, many women go on birth control just to shorten and lighten the impact of her monthly period, as well as make it more predictable.) This means there is roughly a 1 in 4 or 1 in 5 chance (around 20-25%) that you will meet up with a woman while she's at some point on her period.

Now, some women may be willing to have sex at this time, and there are many women who get even hornier on their period than at any other time. I believe the number of these different women tend to balance each other out. What you have to be aware of is *whether you are willing to pursue the seduction to completion* even if her cardinal has come for a visit, and that she may even stop your seduction because of this. (It's a great excuse for her when it comes time to back out.)

There are options. You can do it in the shower, or you can lay down a towel. Sometimes it will not be heavy enough to do any different, but you will want to shower afterwards for obvious reasons of hygiene. It's your own personal tastes that will dictate whether or not you are turned on or turned off by this situation.

It will be very difficult to figure out if it's her time of the month before you get to the end of the seduction, unfortunately. You may invest some time and discover that you are blocked, but that doesn't mean you can't choose some alternate sexual activity that can work instead, in case she's not interested in the shower or towel option. The best you do is be prepared for the event when it happens. Handle it gracefully and she's likely to continue seeing you long enough for you to get together and try it another time.

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The Last Ditch Attempt

When all else fails in your attempt to seduce a woman, and you don't feel that you're going to have another opportunity, there is one final action you can take to see if you can swing her over to your side again. It's bold, and it goes right for the jugular of her concerns and defenses. I'd recommend using this attempt only if you feel that another meeting where you can complete your seduction is going to be unlikely.

- "Look, Sandy, I think we both feel what's going on here. We have a lot of attraction. And I don't think that's any mistake. Now we have a chance to act on it. Fate put us together for a reason, don't you think?"
- "I know you've got your fears. You're afraid I'm just a stranger, and you're afraid that somehow giving in to the physical pleasure means that you're acting impulsively or too quickly. I feel the same way. I don't like to give in without knowing that I'm going to be able feel good about it later. But somehow, I just feel that this is right. Don't you?"
- "If there's one thing I've learned in life is that everything is so temporary, and life is *so short*. My friend once said that he'd rather regret the things he did do than the things he didn't. And I don't think we'll regret anything about this. I just want to make sure that we don't miss out on something that could be so wonderful. Don't you agree?"

Add in touch and voice inflection to sound very reasonable and soothing. Whatever you do, you want to avoid any hint of begging in your tone. If you sound like you're saying, "Please, please sleep with me," you're going to lose all your posture. If you feel that you might succeed by using a begging tactic, you may win the battle, but you'll lose the war. You'll have succeeded in undermining your entire seduction attitude. It's far better to accept and learn from this failure than it would be to lose your dignity in the long run. And in reality, there is no failure in seduction – only improving your skills through experience.

This is where you'll probably get to hear her final objections, and you can do your best to handle them and complete the seduction. Whatever happens, **do not argue** or try to counter-justify her objection. If she thinks you're going to fight or argue with her to convince her to have sex, you won't stand a chance of turning her around.

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Her mind will shut down **any** possibility of your completing this seduction. You simply listen to her concerns, and make sure she feels heard. Don't use any "but" talk, where you try to correct her or contradict her. If she feels this way, no matter how wrong you know she is, you treat her as if she's right. It's up to you to find a way to take her objection and turn it into a reason to continue.

For example, here's how Jack tries to handle Jill's objection: "Jill, I hear what you're saying. You're saying you've had a few bad experiences where you went in too fast and regretted it. I've done that, too, believe it or not. When there's this much attraction between two people, it's tough to deny it, don't you agree? Maybe we should just move a little slower. Have you ever had one of those experiences, though, where you went in a little quicker, and you were glad you did? You know, where you know you would have lost your opportunity if you didn't **seize** it, right that minute? I'm sure you've had a few experiences like that."

What Jack is doing is what you can do in these circumstances: Get her to remember and re-live a time where her fears *didn't* come true, and get her to feel that state instead of whatever she feels is blocking her.

Almost always, her objection will be related to her "Slut Complex." If you can think in terms of a woman's usual concerns around feeling as if she's "easy," you can eventually get past them. Jack could try something like this:

"Maybe you feel like you would be acting too quickly, Jill." (Never use the words "Slut" or "Promiscuous" or "Easy." Those are too highly charged for her to hear, even if she's thinking it.) "I just want you to know that I completely respect you, and I think a woman should be able to do what she feels she wants to do, and not be held back by any worries or fears of what others say about her. Don't you agree? I've just learned the hard way that life is too short. I don't ever want to grow old and regret the things I never did, or not having enjoyed life to its fullest. And I'm just glad I'm here with you now, enjoying what we have. Aren't you?"

If the woman you're with clearly says, "No," or "I just think we should stop and not go any further," you should stop, back off a bit, and see if you can do some damage control. You say, "Well, I definitely understand where you're coming from. I totally respect your decision. I think it's best that we stop, then, and try to catch our breath."

Show a little discipline and you'll amaze her by being the rare kind of guy who isn't pushy for sex. However, don't get up or pull too far away from her just yet. Let her be the one to physically pull away. If she stays, you may have another chance to start

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again, but start slowly and make sure you heed any requests she has to "stop" if they arise.

Again, this is really a last-ditch attempt to complete the "sale" and it is by no means guaranteed. It's only for the situation where you feel that you might be able to expose and handle her last remaining objection. Some women's minds are made up, and you can't change them. You should just learn from the experience, and remember just how much fun you had all the way to this point. Just because you didn't have sex doesn't mean it was a failure. Make sure you keep this process fun for yourself.

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STAGE 3: SHARPEN

In order to improve your skills, you have to be willing to review your past experiences and understand what worked and what didn't work. Even the sharpest knife will eventually get dull from constant use. Your ability to review your results and analyze them is the sharpening stone for your seduction blade.

Most guys have a fatal blind spot that must be removed for them to succeed. **The male blind spot is their inability to stare their failures in the eye without feeling inadequate or insecure about themselves, or taking themselves too seriously.**

No one is perfect. Even the most successful seducers and studs out there don't get laid 100% of the time. In fact, you'd be surprised how many times even the best lose a target. **Their secret is that they never let it affect their attitude on the next seduction attempt.** Even if they crash and burn miserably, they never take it very seriously. Sure, they review the events and see if there was anything they could have done differently. And if there was, they change it and learn from the mistake. If not, they get on with the next woman. That's the secret of success in a nutshell.

The skill you must learn is how to analyze your effort, determine what (*if anything*) could have been done differently, and plan for that event the next time. Then try again. The wisdom you gain along the way will let you know when an event is something that is outside your Sphere of Influence or Control, and you can then just safely let it go, knowing there was nothing you could do.

A checklist to review with yourself at the end of the night:

- What did I do wrong? Was there any area where I know I didn't do what I know I should have?
- Did I qualify her to make sure she was a good seduction target?
- Did I talk the talk, but not walk the walk? Was I not acting self-confident consistently throughout the entire process?
- Did I do anything different than my successful attempts?

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- Was there anything different about *her* that could account for the seduction not working?
- Did I overlook any obvious problems early in the seduction that may have accounted for the setback?
- Did I come on too strong or too weak?
- How was my pacing? Did I rush too much? Was I too slow?
- Did I use my touching effectively? Did I overdo it?
- Did I fall back on any bad habits or approaches, like complimenting her or bragging about myself?
- Did she give me any hints that I ignored?
- Did I fail to make her feel unique and special?
- Did I forget to use my conversation skills to keep our talk on track?
- Did I keep at least 70% of the conversation focused on **her**?
- Did I use my Occupation skills to watch where her mood was during the whole seduction?
- Did I have unrealistic expectations?
- Did I over-compensate when I tried to recover from a mistake?
- Did I skip any steps in the progression?
- What did I do **right** in the attempt? Where was I consistent and effective? Did I ignore any signs that were obvious?

Always be sure to end with the last question, a confirmation of what you did right in the progression. You want to be critical, but not beat yourself up too hard. This is a learning process, not a punishing process.

Sharpen Smart – Fly With Another Ace

Early in the program I suggested that you get a good wingman to work with you as you employ these techniques. Even better than just any wingman, you should find the guys that are getting a lot of success with women and use them as the stone to sharpen your blade upon. You may learn with men of lesser experience, but it's usually

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through their mistakes; you'll see what they're doing wrong, but not how to correct the errors. What you really want is an Ace wingman.

By working with an expert, you can see firsthand what a seduction master does to handle various circumstances. By hanging out with him, may even find that you get a lot of his hand-me-downs, but this is not a bad situation for you. You'll get women that are interested in you just by virtue of the social proof from you get from the guy you're with.

The best sharpening you can do is to go out and observe other masters of seduction. See how they do it. With a little observation, you can see who is successful at the bars and clubs, and if you watch them closely enough, you'll see what kind of behaviors you need to emulate. (Emulate means to take the spirit of their work, not imitate it *exactly*.)

I'll be the first to admit, it takes a lot of humility to go up to another guy and ask him to teach you a skill that men are all expected to know from birth. But the reality is this: If you let your ego stop you from finding the people who can help you, you probably don't have what it takes to succeed long term. Because the karma of **The Seduction Method** is that when you become good at it, and you succeed with women, you must pass this wisdom on to other guys. When you become good, you must take on an apprentice. (First you instruct them to buy this book, of course!)

You might be afraid that by sharing the secrets you learn along the way that you'll somehow be making it harder for yourself, that you'll suddenly have all this competition from guys who jump on the same bandwagon. It won't happen that way. Right now, less than five percent of all men have any real ability with women, and if that were to double, that still leaves 90% of them without any game. You're safe.

The truth is that success is always simple, but it's not ***easy***. Most guys don't have the discipline to do what you are doing, or the willingness to learn. If you're lucky enough to find a guy who wants a mentor, it's the best thing you can do for all the guys out there. Success is not a pie where there is only so much to go around. There's a slice of it for *everyone*. Even **her**.

The likelihood of running into competition from another seduction artist is rare, and that's why you want to take advantage of it if you do. Buy him beers, take him to Raiders' games, and be his best buddy. Because the things you'll learn in their presence will accelerate you to mastery in seduction. Your blade will be sharper than any sword imaginable.

The next best sharpening stone you can use to improve your seduction is to make sure you are exercising your flirting ability on ***every*** woman you meet. Whenever

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you go out, you must treat **every woman** you encounter as if you were charming them. Yes, even the unattractive ones.

Why?

- **Stay Frosty! Stay Sharp!**
  First, you want to keep your skills sharp for use anytime. You'll be less intimidated flirting with and seducing the women you *really* want when you feel comfortable using them on every woman. It will feel much more natural. More times at bat means more practice. More practice means better skills, **always**.

- **Social Validation**
  Second, you want to create an aura around you, and this aura is of a man who knows how to handle women. By practicing all the time, you start a chain of events in your life. Some women will appear and lead you to others. Others will be friends of friends of friends. Also, when you can bring a seduction target to a favorite bar and the staff knows you and you can pal with them, this goes a long way to proving your social validation. If others know you, you must be all right. This is linked directly to the social proof principle I highlighted early on.

Learn, Don't Burn

Be very attentive to your technique and style, and that you don't sacrifice your discipline to the Method just because results are not immediate. Take heart in this fact: If you do the right things – the things you are learning in this book – you **will** be successful. None of this should seem so contrary to your intuition that you find yourself fighting it, though some of it may seem different from what you've been taught. I know that once you've read this material and observed a little more, you'll agree that this was exactly what you suspected was happening under the surface. Most guys see the reality, but they choose to believe in the illusion.

These strategies always work – provided they are performed at the right amount at the right time. You have to learn the timing and how much to dispense. It is most crucial, however, that you take any setbacks in your seductions and **learn** from them. Don't get angry and beat yourself up because of a failure, or else the failure will have

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beaten *you*. You must step back from the emotional part of the situation and look at your setback as a learning experience.

By learning, you will avoid burning yourself out of the game before you have the experience you need. Always return to this book to review your approach, and fine-tune it along the way. Even master black-belt martial artists continue to train and improve, working and refining even their most basic skills.

Sharpen Yourself

Keep a journal of your adventures in seduction. You'll gain an incredible amount of skill just by learning how to stand outside your own experiences and analyze them yourself. You are, in essence, your own best teacher, if you'll take the time to discipline yourself to observe and learn. By keeping a journal, you'll also be able to detach yourself from the experiences and the emotions. You'll be able to see the reality of the events, not the distortion we use to avoid confronting them.

This one technique is practically **all** I've ever done to improve my skills to reach this point. And I took years to figure all this out. Now that you've got this book, you'll be able to accelerate even further by sharpening at every opportunity.

(And be sure that you keep any journal you write in secure where no one can get to it and read it. Mine is in a locked Word document on one of my computers. Someday, that might even make an interesting book!)

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The Seduction Types

Part of your Sharpening is to be able to recognize types. Now, I don't like to generalize, but in reality, we need shortcuts to help us sort and apply rules when we encounter certain kinds of women.

Women come in all different sizes, flavors, and colors. You probably already know your physical type, but do you know how to handle women's personality types to maximize your seduction effectiveness?

The following women are the various types you'll encounter, and I'll give you some information on overcoming their unique challenges. I'm presenting their negative traits so that you'll keep your perspective. A lot of guys go out to seduce women and have a good time, and they end up getting pulled into a nasty long-term relationship because they let a woman's good qualities blind them to all her red flags. Stay level headed and in control of your emotions.

Generally speaking, you want a woman with a good sense of humor as your seduction target. The more uptight and difficult she is (i.e., bitchy), the more she'll affect your attitude. I don't care how beautiful a woman is; if she gets under my skin and annoys me more than she brings joy into my life, she needs to be playing for someone else's team. No orgasm in the world is worth that kind of poison in my life. I suggest you set a conscious limit on this for yourself, too. Sometimes the negative affects of pursuing a seduction outweigh the positive, even if you do get a little sex out of the deal.

Your attitude is the most important thing you have.

Do not jeopardize it.

Remember, as we go through these categories, that there are an infinite number of personalities out there. Sometimes you'll meet a woman that is a mixture of one or more of these types, and you'll know it by understanding her characteristics. Learn these well, for knowing how to identify and handle them is your key to being a Seduction Master.

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The Intellectual

This woman thinks too much. Way too much. She intellectualizes everything, and analyzes so much it makes you sick. She even thinks about her *thinking* all the time, and she's probably in some form of therapy. She takes forever to make up her mind, because she wants all the facts, and she hates not having thought it through. (Though, she can be occasionally impulsive, usually while shopping.) She loves those Merchant & Ivory movies that require three hours of intellectual discussion afterwards, and she wrinkles her nose up at any action flick that you want to see.

At first, this woman seems very disconnected from her female traits. But underneath her brilliance is a repressed sexuality that is desperate to find its way out. She probably started masturbating early, and is very knowledgeable about sex, even if she's a bit scared to go out and engage in it instead of her usual habit of sitting home with a good book. She's just uncomfortable with the initial layer of interaction necessary to demonstrate her sexuality.

You start your seduction with her by stimulating her wits. If you can turn her brain on, the rest of her body will follow. You have to be able to understand the topics she likes to talk about, but you also have to be able to control the conversation to pull her over into the more erotically charged areas. Don't sit there talking about African art all night if you can slide the conversation into a discussion of *erotic* African art.

You can fake it with an intellectual women in some cases simply by getting her to talk about the topic at hand and asking questions along the way that are at least slightly intelligent. She will be excited just by the opportunity to have a man sit there and appear to get an erection from hearing her talk instead of watching her undress. She will probably be most responsive to appreciation of her intellect first, and her body second. She probably doesn't consider herself as physically attractive as she actually is.

Chances are, though, if you sense this woman is too far out of your intellectual league, she'll see right through you. She's not going to be content to talk about the science of beer fermentation for very long. Decide whether you have a real shot at her, or bail before you get in over your head.

The Sharp Chick

This category is different than the intellectual. This woman is very savvy and knows her way through the singles jungle. She's probably well educated, well dressed,

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and successful in her own right. She likes art, good food, knows how to criticize wine, and can match conversation skills with Jay Leno. She intimidates the hell out of you, and you wonder if she might not be seducing **you**.

The way to go to bed with this type of woman is to challenge her – as you do with any woman. However, with the Sharp Chick, you have to be able to stand toe-to-toe with her in the ring and banter back and forth. A quick wit is your best weapon, since she'll love a man with a good sense of humor, and you can most likely get by with only that.

The Sharp Chick was probably average or so-so in school (average grades), but has a real keen wisdom about her. If you're looking to take a short-term seduction into something more, she's the most promising kind. She's usually got a great sense of humor, and is pretty active. She's also usually very self-focused.

Beware her keen perception, though. She will most likely try to call you on any obvious seduction strategies, so you must be sophisticated and subtle. Stick to teasing and challenging wherever you can. Be willing to call her on her tactics and tests when she pulls them. Directness is your best approach. She tends to challenge your behavior, and this can be tricky if you're not solid with your technique. Just take it slow and don't look like your feathers are ruffled. She's probably very used to intimidating men, so the more you keep cool, the better.

The Slut

I don't like using this term because it perpetuates the stigma so many women want to shed when engaging in sex for pleasure only, but it can be meant here in a nice way that guys appreciate. We men ***like*** a little slutty-ness.

(Why do you think Madonna was so damn popular for so long? And Pamela Anderson? These two have probably had more pecker in them than all the Joe Boxer shorts in America.)

She likes sex, and she's not afraid to show it or get it. She puts her sexuality out there and doesn't listen to others' judgments about it. If you can stand the fact that she's probably more sexually experienced than most guys are, you can lay back and let her further your sexual education.

She will probably be an easier target, only because she's looking for the same thing you are. You'll be able to move faster with her, but don't skip steps just because you figure you've got her all sewn up. She still needs a patient approach. She's also a

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great target because she gives you some understanding and belief that you *can* get laid without selling your soul.

Be careful of the easy woman who is a little too easy, because sometimes she will turn out to be the type I warned you about before, the woman who gives you sex easily so she can try to get a relationship and validation for her low self-esteem. These women make bad targets because the problems you experience after you seduce them will make you wish you had stayed home and masturbated instead. (No joke.) Keep your eye sharp.

Also, don't fall victim to the reversal, which is being seduced by the Slut's attitude, since she's one of the few women who doesn't want you for a relationship. Be ready for the fact that she might not want to see **you** again when your seduction is done. You might think that's what you're looking for now, but trust me, when you get ditched by a woman, it's easy to start getting fixated on "Why? What's wrong with me? Why didn't she call me back?" and so on. Don't fall into this trap.

The Tease

She wants you; she doesn't want you. She likes you; she doesn't like you. She wants sex; she doesn't want sex.

This woman runs hot and cold and you can't figure her out. She is an expert in letting your seduction get to a certain point, usually just before it becomes too risky for her, and then slams on your brakes so hard that you hit the windshield without an airbag or seatbelt to stop you. As you recover from her shutting you down, she's back next to you all over again, rubbing you up and down and telling you how much she wants you.

The tease can be a deadly target, because she initially seems so willing to fall into your seduction. But you have to sniff her out before she gets her hand on the emergency brake. You've got to avoid her pattern, because all she's looking for is either validation for her low self-esteem, or she's out in the world to manipulate and play men for fools as part of her controlling game. She may be like the User – the next type – since she just enjoys toying with you.

The best warning sign of the Tease is the confusion you experience when you are working on her. The probability is that she won't sleep with you until she gets one of her goals met to boost her low sense of self-esteem, and that usually means the death of your dignity. Avoid teases. I've discovered that they rarely actually enjoy sex, and they are lame in bed. They are a challenge to you, which will draw you in, but they lack any real value. Know how to walk away from them.

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The User

The User is your typical gold-digger and man-controller. She probably doesn't hate men, but she does look at them as her sole support. She gets off on her sexual power, and she plays with men until they're all used up and a mental wreck, then she's on to the next. She's similar to a tease, except she has her purpose already figured out. She is a mercenary, bent on getting as much from men as she can through the power of her sex appeal. She's a princess, and high maintenance all the way.

Avoid the User at all costs.

The Goddess

If you haven't erected your altar to this woman, you better soon. This woman is usually gorgeous, extremely fit, and expects every man to bow down before her. She's used to getting her way, and she's spoiled by every man she dates. Sometimes she'll complain that she can't find any good men, when in fact she means that she can't find a man that really gives her any challenge. She's super high maintenance.

Guess what the key is to unlocking this woman? That's right: Teasing. You have to be brutal with your teasing and challenging to get anywhere with her. Don't be cruel, but you ***must never*** let her know that she intimidates you in any way. She can have no special treatment because of her looks. **ABSOLUTELY NO COMPLIMENTS!** The Goddess is so used to receiving compliments from men that they no longer mean anything to her.

She will put up a bitchy front, and you'll be very intimidated by her bratty behavior. But if you can remember that there is no woman alive who is better than you, you'll be able to stand up to her and challenge her back. Remember that she needs you more than you need her. She literally lives for men's adoration. Her beauty is all she has, and if you put it in question, she'll need validation. And if you don't give her validation, she'll want it more … and more … She's also aware that her looks will eventually fade, which is her biggest fear.

You have to play to her inner sense of inadequacy (because the Goddess so rarely has any sense of true self-worth beyond her beauty.) You make sure you spot the faults in her that you suspect she worries about.

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The best strategy is to **never** give the Goddess what she wants. You tease her with the possibility of it, to pull her toward you, but you never deliver it until you complete the seduction. And maybe not even then…

Make sure you never give her the adoration she's looking for. If she's got a great body and wants you to recognize it in some way – "Don't you think this dress looks great on me?" – then you deny her: "I've seen better. You should have gotten that in a lighter shade. It doesn't really work with your shoes that well." And if she tells you that she's in some glamorous occupation – "I'm an actress!" – you say, "Really? Like those actresses who do mime on the street corner?" If she's obviously put a lot of work into her hair, you might want to bust on her for that: "Do you take like three hours to do your hair like that? You should just put it up in a ponytail." Always joking, never mean.

The Nun

This woman is repressed sexually, no two ways about it. She either has some fundamentalist religious upbringing, or she has had one too many bad episodes with Bad Men and never found a way to heal herself. Some of these women are also struggling with their Slut Complex, and they adopt very prudish behavior to cover up a strong sexual drive.

The Nun will dress very conservatively and try to cover her sexuality. She is easily offended by any slightly off-color humor. Her own sense of humor is probably under-developed. She might even appear to be lesbian, but she's really just non-sexual. Sometimes the Nun may actually use religion as a method to justify her beliefs about male-female sexuality, and she hides her desires behind scripture.

You can thaw her out, if you want to. The Nuns all tend to harbor some secret anger toward men, usually pissed off because the world is the way it is, and that other women get further in life by using their looks. She thinks sex is overrated, yet she probably masturbates frequently, and angrily.

If you want to seduce her, recognize that you've got to really undermine her belief system to get past her guard. She's probably just never had a man who could really handle himself competently around her. Most men are immediately screened out when they first present any kind of sexual interest in her. She'd rather accidentally date a man she was interested in than have him come on to her with any overt sexual interest. Sneak past her guard by being extra cautious.

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The Man-Hater

Watch out for her abuse. She'll get off on self-righteous rants about how men rape and kill everything while women nurture the world with the honey milk from their bosom. She's a feminazi, and the only reason she dates men is to put them in their place, and get herself off before she realizes she's actually having sex with a man. She believes all the media stories about men being the violent horrible part of the world, and thinks we're the source of all human race's problems. She's different than the Angry Chick because she's only angry with men, but that one chip on her shoulder weighs her down like a boat anchor.

Society is, in large part, male oriented, though this is changing in many parts of the world. Still, this does not validate the Man Hater's agenda. She'll love a man that seems to take up the cause of correcting this injustice with her, but she'll want you to start wearing skirts and basically be her bitch.

Seducing the extreme Man-Hater is often too painful to pursue. You can't seduce her by confronting her beliefs, so the only way in is to entertain her notions without sacrificing your own. The way past her hate-shield is usually through humor – a lot of humor. If you can get her to laugh, you can get her to let her guard down. In women who have milder cases of Man-Hate going on, you can always defuse it by playing along in a humorous way. "I thought I'd take you over to my apartment and talk about everything that's shaped like a penis. Then we could look up under-appreciated female role models on the web. Sound good?" You'll have to be very sensitive about how you present this humor. If she's too rigid, you'll have a tough time.

There's also the Unspoken Man-Hater, who will never tell you directly that she doesn't like men, but you can read her attitude a mile away by the way she treats them. She's probably going to turn lesbian just based on principle.

Sometimes you'll find the Man-Hater is just covering up her own gender confusion. She had poor female role models as a child, and now she doesn't know where to fit in as a woman. So, she targets the easiest thing to identify with, which is how men are bad and women are good.

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The Agenda Chick

She's only got one thing on her mind: Marriage and a family. She wants the SUV in the driveway, and her perfect little 2.4 children. The dog is yours, and if you ever get divorced, that's all you'll ever get out of the deal, because the kids will be hers. She's somewhere between 28 and 32 years old, and she's been subscribing to "Bridal Gown" and "Wedding" magazines since she was six years old. She watched all the Walt Disney movies and believed that her purpose in life was to be swept off her feet by Prince Charming, or find the right frog to kiss. When she saw that she was coming up on 30 without a fiancé, she started to feel some urgency.

Every woman has a little of the Agenda Chick in her. Society has programmed us to live out certain gender roles, and there really is nothing bad about her desire to get a husband and make a family. I'm only worried about those women who make this *their whole reason for living*, and may catch you up in their web. Some of these women have no life other than the search for their Prince Charming husband. What will usually happen later, after she gets a family and settles down, is that she'll suddenly realize that she "never took care of her own needs along the way." And one morning the man wakes up to find her filing for divorce because she figured out (at *his* expense) that this isn't "who she is."

Now, I realize you're probably not planning to jump into marriage quite yet, but I wanted to educate you to this type, because you may be tempted at some point. Women are also good at luring men into the trap of believing that marriage is the right thing for him when in fact it is not at all.

The Agenda Chick tends to date by guerrilla tactics. She is always on the hunt for Mr. Right. She will still sleep with men as any other sexually active woman would. But you do need to make sure that you never give her the impression that you're "looking to settle down" if you're not really going in that direction. Don't use any enticements toward commitment as a line to lure targets for seduction, because once Agenda Chick finds out you were lying, you could end up with an angry, vindictive, mommy-wannabe on your hands, trashing your name – and maybe your car. Remember that **The Seduction Method** is never about misleading or lying.

You'll be able to spot the Agenda Chick a mile away by the intenseness of her interest in you, and the way she seems to be sizing you up for a tuxedo. She will ask a

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lot of questions about your background (relationships) and your future (desire for a family, wife, etc.)

One of the best Agenda questions you'll get is: "What's the longest relationship you've been in?" This is a test question meant to determine if you're dumb enough to tell her "Just one night at a time, honey!" or, "I'm looking for the love of my life, and to be with her until the end of time!"

What should your answer be?

First you ask her, "Why do you ask?" Don't let her duck this question out, because most of the time she'll feel silly when she realizes what she's asking, and that you see it. Then you keep controlling her with questions. Get **her** on the defense for asking such a silly test question. The only way to circumvent the Agenda Chick (or avoid the Agenda in all women) is to deflect with teasing and humor, and turn up her excitement and attraction at the same time. If you answer her questions and give her a reason to screen you out before you've established some chemistry, your seduction will fail.

- "You know, that seems to be rushing things a little, considering I hardly know you. Are you always so quick with guys you've just met?" Jokingly, of course.
- And when she presses further, "Wow, you sure have marriage on your mind, huh? Do you want to know my ring size? 'Cause honey, I want a **big** ol' diamond on my ring."

And when she keeps it up, you keep up the teasing.

Nowhere is your skill of controlling through questions more important than here. Redirect her questions, and be careful not to appear that you're avoiding them. The higher her agenda level, the more she will press you for answers.

If you are cornered and **must** answer her questions about your intent (because she is trying to screen out the "players"), you only need to tell her:

"Well, I can see that this is important to you. I'm not entirely sure if I'm ready to make a commitment *right this minute*, and I don't know what the future holds for either of us at this point. I have very high standards, and I'm looking for a woman who can meet them. Did you want to apply?" (Smile.)

Again, tease her relentlessly. Don't give her false hopes, and don't tell her absolutely no, either. The second you let her know definitively that you aren't looking for a long-term relationship, she'll cross you right out. Sometimes you just can't avoid

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this because she's gotten very good at sensing when a man is not ready to settle down and complete her Picture Perfect Life. Don't worry about it. Better to let her screen herself out of the picture before you have to.

The Romantic

This woman has read every Harlequin romance ever written. She gets teary at the slightest mention of Sandra Bullock or Meg Ryan. She really believes all the Cinderella programming she got as a kid, and she thinks that someday her Prince Charming really will sweep her away. This doesn't stop her from dating casually. And she will be a very good seduction target, as long as you don't tear down the Veil of Romantic Illusion for her.

Show her the Latin Lover type, who is attentive and talks in poetry. She will feed you the information you need along the way that will help you complete the picture for her. Talk a lot about destiny, and use the horoscope/fortune-telling angle as much as you can. Mystery and charm will be your allies.

Beware the older version of The Romantic: *The Disillusioned Romantic*, the woman that's been around the block and is now so cynical that you swear she sweats vinegar. She is a killjoy. She talks about when she used to believe in love and romance, but now she just lives through her old movies and wishful thinking. You can still get back in her graces and seduce her if you can reach through her cynical nature and show her a gentleman that can please her. Prove that you're different than the rest.

The Thrillseeker

She's only in it for the good time. She wants to go to the places that are the most fun. She's also quick to label people as "fun" or "not fun," and you're going to fall into one of those categories, too. This kind of gal likes to have a lot of friends and a lot of opportunities. She likes going out frequently, and rarely stays home to just watch a movie or television. She has her cell phone on and charged all the time, and is always taking calls, no matter where she is or who she's with.

She is casual about sex, but not necessarily the "Slut" type we discussed earlier. She will want an intense short-term fling, but she's definitely not going to settle down anytime soon, even if she's deluding herself into believing this is what she wants. As

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long as you can keep her interested, you can hang around. She is prone to wanderlust, and as soon as you're no longer "thrilling" her, you're gone. (Which is probably for the better.)

The way to appeal to her is to use the more exciting aspects of **The Seduction Method**, such as doing fun activities, magic tricks, some fortune-telling, and keep the humor level high. You probably won't have to worry too much about her screening you too hard. You will probably have to work hard to keep her attention, though.

The Angry Chick

She's got a red-hot chili pepper of hate stuck up her ass, and God help you if you try to dislodge it. She's sour and negative, and she's everything they meant when they invented the word "bitch." She likes to rage about things that she can't control (mostly because these are the things she knows she can't do anything about, so they're good to recycle over and over.)

Sometimes this anger spills over, turning her into a Man-Hater, but the Angry Chick is typically just pissed at the world. She's difficult to be around. She whines, she doesn't like it when things don't go her way, and she would never seriously date a guy she couldn't feel like she owned.

Depending on her level of anger, this is another woman that you may want to avoid. But if you can find the back door to get in behind her anger, you'll find that she's really just afraid. If you can find her Big Fear, you can break her down. Sometimes this just takes a level of patient listening and unemotional talking to get her to disclose what her Fear is.

Once you find it and speak to it, then you can be the man that reached her where no others have. She'll be putty in your hands.

The Crazy Chick

I warned you about this one. Stay away from the crazy broads.

But, if you still want to try … don't say I didn't warn you. She will probably respond to some of your techniques, but not all. She might jump right into bed with you and tear you up. She might let you get most of the way, and then freak out and have a core meltdown while you're putting on the condom. You might get some easy sex, but it's the aftermath that could leave you in a scene out of a movie like "Fatal Attraction" or "Vanilla Sky."

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The crazy ones are never grounded very well, and it's usually easy to spot. She will impress you at the start as being different, but not in a way you can put your finger on. Here are some red-flag indicators that the woman you're dealing with is not entirely stable:

- No ties to family – and has especially bad relations with one parent
- Her friends are strange, if she has any
- Her behavior is erratic and unpredictable – suddenly violent
- You discover that she's taking strong medications, like Zoloft, or combinations of anti-depressants
- She is eager to do things that most women are normally cautious of, such as coming right over to your house after just meeting you
- She has no real belief system or "grounding"

The crazy ones are out there, and you never know when you'll encounter one. Some women will just be temporarily insane, usually after a really ugly breakup or other emotional situation. The general rule of thumb is that most women don't really have it together any more than guys do, so don't fall for that old quote about "women mature faster than men." From my experience, maturity, at least by this definition, does not mean she's more stable or competent at running her own life.

The Bore

This woman is about as stimulating as a dentist appointment. She isn't very active, or animated. You'll find yourself supporting the conversation early on, because she really doesn't have much to say. Sometimes you might mistake a very shy girl as a bore initially, just from her discomfort in trying to keep up a conversation. Once you find the right buttons, however, a shy girl will find her way of showing her personality. The bore, on the other hand, is quiet because she doesn't have anything to say. Her hobbies are bland, and her personality is even blander.

The good thing about the bore is that she usually isn't neurotic enough to make your job of seduction very difficult. If you can show her a fun time, you stand a good chance of turning her on. Be careful not to overwhelm her with your technique, if this is the case. You'll have to work much harder to get the feedback you need to keep the seduction going in the right direction. Be careful about ignoring signals and things she says, because you might not get enough to really understand her mood and use your

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Occupation skills. On the plus side, you probably won't have to put out as much energy in the seduction.

The Depressed Chick

This girl is down on life. She's ready to open a vein at the first sign of things not going her way. She is a pessimist in the worst way, and she sucks the life force from every living thing in her immediate vicinity. You'd swear you'd seen her killed off in an old "X-files" episode, but no, here she is, ready to make your life a living hell. She's managed to avoid every pleasurable experience this side of breathing.

You can easily get pulled down into her well of discontent. Beware her tendency to be negative. Don't go along with every negative thing she says just because you want to get into her pants. **Listen** to what she says, and then make a judgment as to whether you can safely contradict her for the right affect.

One example of something the Depressed Chick will say is this:

"I was reading the paper today, and I can't believe how horrible the world is. I mean, can you believe all the things that are going on out there? Children are dying. Breast cancer is going up. Wars in the Middle East. There's so much evil in the world."

I typically reply, "But you know, there's a lot of good, too. There are a lot of good people doing things you'll never see in the paper."

Most people, even the negative Depressed Chicks, will nod their head and agree. And she'll also start to see that I can hold my own original, uplifting opinion. She'll be attracted to that. Not to mention that she will see that being around someone with a healthy, positive attitude will make her feel better. If she associates your presence with that, so much the better. Just don't get into the game of trying to be her personal therapist and inspirational counselor. This is far too consuming. And you need to be having fun in the process of seduction.

You can seduce a Depressed Chick, but it may seem like too much work along the way. She'll love to talk about everything negative in the world, which you will then need to turn around into something more upbeat if you want her to get even mildly sexually interested. She may even sleep with you out of a belief that it will make her feel better about herself and her world, but it rarely does.

The Low Self-Esteem Chick

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This woman has no self-esteem, and she's always looking for a man to shore it up. She's probably a workaholic, with a tendency to value other people's opinions way too much. She can be clingy and needy, and often sleeps with guys on the first date to validate her sense of value. Sometimes these women can take a wrong turn and end up not only depressed, but self-hating. She probably didn't get enough strokes as a kid, and never found a way to make an identity for herself she liked.

She will fish for feedback from you regularly, and it's the easiest way to spot her. When you get the impression that your opinion is more important to her than her own, she's too focused on external influences and probably doesn't make up her own mind very well.

Every woman is suffering from under-developed self-esteem, in one form or another. No one has perfect self-esteem. Remember what I discussed about the confusion regarding gender roles: Most women are brought up believing that their value is strictly determined by how attractive men find them. It's in all our advertising and popular media images. It's in every Hollywood movie. You never see *average* looking women doing anything interesting; it's always the glamorous women who get the publicity.

So, you can imagine how women can go through most of their adult lives with a very distorted image of themselves. It's been my experience that most women don't achieve any real stability in their self-image (if at all) until their mid-30's.

There's a more dangerous side to the Low Self-Esteem Chick that I want you to be aware of. Many women (and men) use their relationships for validation instead of developing a solid sense of self-esteem and self-confidence. If her sense of self-esteem is really low, she could get very clingy and needy, and she may become easily attached to you, even if you let her know you don't want a long-term relationship. So be gentle and careful when you seduce a woman who you suspect may need a lot more validation and approval than the average woman.

Remember, also, that the Low Self-Esteem Chick will also probably respond in the reverse of what you normally expect. She responds more positively to compliments and appreciation than challenge. Just don't overdo it.

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The Center of Attention

She's only happy when she's the star attraction, the top of the bill. She is also the most talkative woman you've ever met, always steering the conversation back around to herself. You have to laugh at her jokes, and listen to her stories. She goes on and on about how great she is, how great/bad her family is, yadda yadda yadda.

It's all about **her**.

Other than her need to have the spotlight all the time, and putting on a convincing display of self-assurance, it's widely known that the Center of Attention is really the same as Low Self-Esteem Chick. She needs this attention because she isn't feeling good unless other people are letting her know that she's valuable. The Center of Attention is only acting out her need for approval in a way that is easy to recognize.

You'll find the Center of Attraction difficult to talk with, mostly because the conversation will rarely come back to you. You do want her talking as much as possible so that she feels the focus is on her, but you might find it tough to steer the conversation in such a way that you maintain control. **Seduction is interactive**. You'll have the same challenge as you would with a blabbermouth. She won't let you talk long enough to say anything.

Instead of fighting for control of the conversation, which is an easy trap to fall into, you want to guide her back to the topics that suit you. What you'll have to do is demonstrate **complete** attention to her, while also planning for your opening when it comes along. Don't answer any questions she throws at you, but steer her into something exciting to talk about. Wait for your break.

For example:

Her: "And blabba blab blabba blab blab blab … ***sister*** … blab blab blabba blab … ***money*** … blabb blabba blab … What do you think I should do?"

You: "I think you should tell me if you really want to talk about your sister or if you'd like to know what your palm told me when you shook my hand. Would you like to know your future?"

That's an excellent way to use a slight pattern interrupt to steer her onto the next topic, something charged that will allow you to continue moving forward with the seduction. If you deliver it with enough mystery, she will definitely take you up on your offer.

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Sometimes you have to leap forward and try something ballsy to either pull her in or *push her out*.

If you find that you cannot control the conversation, or that she is an unstoppable big mouth, you should probably consider moving on. Trying to seduce her will be like trying to herd cats. You'll go nuts in the process.

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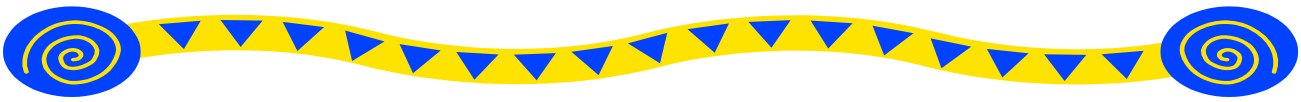
Anatomy of a Seduction

I am going to give you the point-by-point breakdown of an actual seduction performed with a target who was what most men consider a 9.5 on a scale of 1 to 10. This example is being given to ensure that you understand how these tactics work on real live women, and that you believe that it does not require you to either wimp out (write her love poetry and lick her shoes) or that you have to be a GQ model with a Ferrari or a lot of money. (Just for your knowledge, Mark, in this account, is *not* a GQ model, nor does he have a fancy car – it's a Jeep Cherokee.)

***Note**: This is a **true** account, though, "Mark" and "Betty" are not their real names. I have transcribed the events from an interview with Mark, a close friend of mine. I am also familiar with Betty, and verified the account with her over drinks.*



Mark's Account:

First some background on the target, Betty:

Betty was a former co-worker who I had interacted with many times before. She and I had flirted, but at no time had I ever let on a sexual interest in her. Betty was five foot nine, blonde, and about 110 pounds. She was petite, and very intelligent. She had the body most of the stick-bug models would kill for, and she rarely exercised to keep it that way. She was also extremely arrogant and defensive, which made for some interesting arguments along the way. We would regularly get into contentious discussions about how something should or shouldn't be done at work, and there were times when she ended up storming out of my office, or lashing out in a public meeting. She was what you'd call the textbook definition of "bitch," but it got her what she wanted from other people. In the end, she and I would always come back around to talking again, usually by the next day. She would even drop hints about not wanting to

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"dip her pen in the company ink" from time to time, as if to acknowledge that there was some workplace sexual tension.

Betty had some mother issues (not unusual for women as a whole, but this case was pretty obvious.) They obviously had never gotten along, and there was some long-running issues with the rest of her family. So I knew there were some pretty typical self-esteem issues at work with her. Betty also knew she was gorgeous, and flaunted her sexuality with every man she came in contact with. We would often talk about her search for a boyfriend on the Internet, and I saw first hand how every single guy she met screwed up with her from the start. Many of them would send her flowers on the first date, or even *before* the first date. Others appeared to bow to her every whim. It was entertaining to watch most of the time.

After a while, she was laid off from our company, and I felt a breath of relief. But I also knew I'd miss seeing that perky butt of hers wiggle by my office window every morning. We reconnected via email a few months later, and I told her we needed to hook up for some drinks. She agreed, and we set a time for it on that Friday.

On the night of the seduction date, I knew I was ready for this situation. First of all, I was seeing a couple other women, so I had my bets hedged. This meant that I could go into this date without caring about whether or not I got anything. In fact, I kept her negative qualities up on the front of my mind so that I even went into it with an obvious attitude of reluctance. I didn't need sex or attention from her, and that kept me at a challenging distance. I also had a sure-thing date lined up the next night, so I knew I wouldn't have any problems being satisfied that weekend. (Remember, keep a consolation prize.) It was a lot more relaxing to know that, no matter what happened, I was taken care of. I was in charge of my own good time.

We met at a cocktail bar in San Francisco, a trendy little place in the SOMA area of the city. She was already talking with some other guys when I met up with her, which I made sure to let her know **did not** bother me one bit. We broke off and ordered a couple drinks and started talking, catching up a bit on what had been going on in our lives. I also made it clear that I wouldn't indulge in a lot of negative gossip.

One of Betty's personality traits is that she likes to stir controversy while demonstrating at the same time that she's superior because of her intelligence. I smiled when she would make catty comments and always questioned her about her assumptions.

"So, I hear that Brad isn't going to get the region when they reorganize," she said, knowing full well that Brad was a very good friend of mine that I worked with. He

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had turned Betty down for a dating relationship some time back. "That sort of figures, doesn't it?"

I took a sip of my drink and paused. "Really? Hmm. What makes you say that?"

She scrambled to justify her observation. "Well, I mean, after all, he just doesn't have what it takes to do it. He's just not that smart. Those guys from New York will cut him up."

I smiled and took another sip. I waited for the silence to become almost too much to bear. She finally broke it with her impatience. "Don't you agree? You know what I mean, right?"

I shrugged. "No, I don't. I think he's got a lot of promise. John in New York especially likes Mark's understanding of the climate here in California." I waited a beat. "And it sounds like you might have a little chip on your shoulder."

"Me? What do you mean I have a *chip* on my shoulder…?"

"Are you getting excited? You seem upset."

Betty has a good covering of freckles, but I could see her turning red behind them. I was getting a kick out of this.

"Well, you two were always close, anyway." She put on a sour look, which I ignored, as she changed the subject. I kept a calm expression of tranquility. I wasn't afraid of losing her approval, which was something she was not used to. I'm sure most of the guys she dated would be afraid at this point that they'd upset their chances with the Princess.

Over the next hour or so, we had a few more drinks, loosening her up. Eventually, without my hinting at it, she suggested we get some dinner at a restaurant in the neighborhood that she liked. I agreed, but I told her I'd have to see the menu first before I made a decision. We paid the bar tab and left.

The restaurant was a few blocks away, and we talked as we walked. I made sure to keep my conversation as intellectually stimulating for her as possible, but also as controversial, that way I could be sure to disagree with her on many points. I knew that if I let her think I was going along with her too much, she'd lose interest. I was sure that every guy she ever dated was so into kissing her ass that she never had to hear a contrary thought, and that kind of interaction is an absolute seduction killer. Betty thrived on the competition and banter, and it had to be kept interesting as well. What I found with her personality type (which is common among beautiful women who are used to getting their way) is that when she no longer had a leg to stand on and could

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not logically win her point, she would resort to more subtle and manipulative methods to try and win. Some of her favorites:

"Yeah, men always say that sort of thing, don't they?"

"Oh, and you're one to talk?"

These are great deflection strategies, which put you on the defense and stir up a bunch of dust in the air so that you forget that she's left the original conversation. Or, another tactic she used would be to suddenly change sides of her argument and make my reasoning sound like I had switched sides, when in fact *she* had. Betty had some great tactics. It only served to demonstrate how defensive her psychology had become.

In either case, when her conversational defenses appeared it was a warning that she was feeling backed into a corner, and when Betty got cornered, her claws came out. I had also learned that this was a losing tactic, but I did know how far I could push her back before I had to let her get away. By getting her angry, I knew I was also getting her emotions heated.

We eventually ended up at the restaurant Betty had chosen, after I let her think that I was talked into it. This was a nice place, just south of Market Street in San Francisco. We put ourselves on the waiting list, and we ordered a couple more drinks to keep ourselves socially lubricated. We talked some more about what she was planning to do with her life, and Betty seemed to be letting down some of her bitchy guard with me. (I had also learned that she could be worn down with patience. It takes a woman a lot of energy to maintain a strong mask of defense. Eventually, she will let the mask down, even if only from fatigue.)

We got our table and ordered a few appetizers as well as our dinners. I made sure to hear what she recommended, and then ordered something else. (I did let her get away with choosing the appetizers, with a little input.) I wanted to keep showing her that I would act on my own direction, and that she wouldn't be able to control my behavior or me.

We talked some more, and I used a lot of subtle seduction talk to get her interest and curiosity started. At one point, she was looking at me with an obvious attraction, and I asked her what she was thinking.

She said, "I just thought how interesting it was that we ended up here. Like this."

"What do you mean?" I asked. I knew exactly what she was leading up to, but I wanted to make sure she said it out loud.

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"Just that here we are, hanging out together on a Friday. Just a couple of *friends*. It's … nice."

I sensed that she was eager to label the situation, to tell me what she wanted to make of things, and that she also wanted to see if she could get me to reveal more interest by telling her if I agreed to the "friends" part. I thought it was time to hint at more.

"Is that all you're interested in, Betty?" I asked. "Friends?"

"Well… isn't that what you want?" As usual, she was going to duck the answer, trying to put me on the spot by turning it around. Another female tactic to avoid having to be held accountable.

I said, "I'm not interested in any more 'friends.' I've got a lot of those, and not that you're not good enough to be one. I just know there's more than meets the eye."

She put on one of her fake expressions of surprise.

"Really?" she said. "Me? And You? I didn't know you'd thought about us that way."

"I didn't say I did. But you know you want more than that, don't you?"

"I … just didn't know you thought that way."

What she was really doing was thinking and wondering, hoping that I'd verbally confirm her suspicions. But I also knew that what I'd had going for me all along was that I presented an incredible challenge to her. I was never in her back pocket, and I never worshipped her the way some of the other guys at work did. I couldn't stop now, but I could relax it a little.

Hope with a little doubt, as they say, creates passion.

We ate dinner and flirted with possibility in our words and looks. We ordered a dessert and shared it, and that's when she sprang her "idea" on me.

"You know, I don't live too far from here. Maybe we could get a movie or something to watch." She threw in a lure: some great wine she wanted me to try. I said it depended on the movie she wanted to see. We talked over a few possibilities, then we agreed to go to the local video shack to see what was out there.

We paid and left the restaurant. Then we walked a few blocks back to where she lived. The video store was right around the corner, and we started comparing movie ideas. Eventually she mentioned a love of old movies (which I do, too.) She asked if I'd ever seen the old version of "The Ghost and Mrs. Muir." I said I'd hadn't. "However," I said, "I need to make sure I'm not getting into a chick-flick situation here." I pretended to read the video case carefully, looking for those chick-flick indicators. After joking with

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her a little more, I said that would be fine. We checked it out and went back to her apartment.

She was sharing a small apartment with a guy, but they were not romantically involved, she told me. I acted like I couldn't care if she was going down on him every week to pay her rent. I knew that if I expressed any jealousy, it could only undermine my posture. When women smell jealousy, it's like blood in the water to a shark. They know where your insecurity is, and precisely how to reach it.

We opened the wine she had been bragging about, and I teased her that it was pretty decent for an "inferior vintage." We took the wine and movie back to her room and sat down to watch it.

As it turns out, her movie was a bit of a "chick-flick," but it was tolerable since it was an old fashioned story that promoted a different kind of dynamic between the lead man and woman, and very much more real than today's romantic comedies. I also went easy on teasing her during the movie since she had told me that it was her "favorite movie of all time." We were sitting on a small couch in her bedroom nestled close together. Her room was cold, and so I made sure she got out a blanket for us to huddle under. All during the movie, I also made sure she felt my body next to her, and I would occasionally brush her leg with my hand, or nudge her with my elbow – some gentle kino. Betty was very reserved, though, and I knew she'd play her hard-to-get game as far as she could. She wanted me to make the first move to show my interest. So I kept holding it back from her. Just as she was getting the thought I might lean over and kiss her, I would wink at her and focus back on the movie (without making it look like I was chickening out). By the time it was over, I knew she was suitably aroused.

(Also, all during the movie, I saw a total transformation in her personality. She had dropped the Bitchy Smart Woman persona and was now the Giggly Little Girl. She tried to be as cute and girlish as she could, laughing in a high-pitched cutesy way. I could tell she was working some kind of "please, seduce me" routine, which was suggesting that there would be no resistance. It's at times like this that I actually get as much pleasure from drawing out the anticipation as I do from getting the success.)

By the time the movie was done, it was after 1:00 AM, and I knew I'd never make the last bus in time. Or, so I told her. It would be too expensive to take a cab, she said. So we agreed that I could stay there. "But no funny business!" I warned her. "This is probably some kind of trap you've laid."

We got into bed and talked for a while, and I kept drawing it out for her as much as I could. At some point when we were just touching each other. Rubbing each other's backs and such, I realized that Betty was one of those women that just wanted to be a Scarlett O' Hara from "Gone With The Wind." She wanted her manly Clark Gable to

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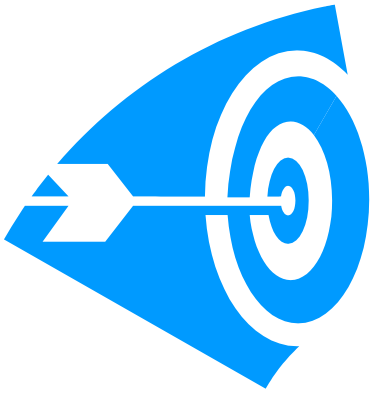
come along and sweep her off her feet. Seduction for her was merely opening the door to me and closing her eyes so that she could indulge herself in the sensual pleasure.

After that came our first kiss, and I decided we had waited long enough. I slipped my hands down into her pajama bottoms to finally grab hold of that tight little butt she'd been shaking past my office for over a year …

We didn't get a lot of sleep that night.



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What Worked

First of all, I won't kid you – Mark had an advantage going into this situation. Betty and Mark had had previous interactions with each other, which let him work a little of the Seduction Method in advance. But on the other hand, she was very familiar with Mark, and that also worked against him. This also shows an example of how you can take a situation where a woman is already familiar with you and turn it into an opportunity for seduction, even if it's a couple months down the road.

Challenge – During the time they worked together, Mark **never** treated Betty like she was going to get special or preferential treatment for her beauty. She may have been a 10, but she never knew **Mark** thought she was. "In fact, I made it a point to let her know that she would have to prove herself just as much because of her beauty. And I know it frustrated her to no end that I wouldn't just give in and let her get her way all the time." Mark was also one of the few people there who dared to take her on when she got into her bitchy moods. Even when she pulled it on the night of their seduction meeting.

"She knew I wasn't like all of the other schmucks who got down on their knees. I made sure she knew that no matter how much ***she*** thought she was beautiful and irresistible, ***I*** wasn't so sure that she was."

Confrontation – The willingness to take her on as an adversary – worked to demonstrate Mark's willingness to confront Betty. She was always ready to get into an argument or fight, and she thrived on that kind of contention. Mark understood her personality from observing her enough that this wasn't a bad thing. Most guys avoid confrontation with a woman, and I'm sure Betty's dates did, too. What she found most attractive was someone who could fight with her *and* knew how to guide all her angry feline attitude in the right direction.

Contradiction – Another strategy that was effective on this night was **not** going along with her suggestion for a place to eat, even if he had found it a perfectly acceptable place to go. Women are not attracted to men that they can control. Even if you eventually give in, you only have to demonstrate that you're not going to change your mind or blindly follow her just for her approval. Once you've shown that you're not a sheep, you can "give in" however you see fit. Don't be difficult, but be different.

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This key strategy worked for Mark especially with Betty's personality: "I was always sure to express a differing viewpoint whenever I could, but never getting into an argument over the issue." Arguments become ego brawls, and you **never** win. Even if you win the argument, you lose the seduction because her ego feels bruised, and she isn't going to be attracted to a guy who is into combat. She only wants playful scuffles, like the nature shows you see where the tiger cubs play-fight with each other.

Unavailable – "My situation with Betty was also enhanced by her perception of my availability. As long as we worked together, she knew I was only willing to look – not touch. She saw me date other women, too. All she could do was imagine how it would be, and that drove up her desire."

Remember, when you present a challenge to a woman from the start, with a little mystery, it's like a high performing stock that appreciates for you, even when you're not paying attention. She does all the work for you with her fantasies and daydreaming. Isn't that beautiful?

Persistence – The most important thing that worked was sticking with the seduction, even in the face of setbacks and frustration. Mark could easily have given up on her at several points through the night, but he kept on going.

"She was difficult the whole night through. During the drinks, and during dinner, and at her house. She put up plenty of obstacles to my success throughout the evening, and at no point did I treat her resistance as a 'No, I'm not having sex with you tonight' reply."

He treated them as you would a set of orange cones you weave in and out of in an obstacle course with your car. If you miss one cone, no big deal. You spot the next one and navigate past it as if nothing had happened before. If you panic and start looking in your rear-view mirror at that last cone you missed, you're bound to run over the next one, and the next one, and your downward spiral will continue until you're off the course, or burning in ditch full of flaming Detroit metal.

I've discussed this seduction not to brag about Mark's accomplishment, because that's not what it's all about in the end. I wanted to give you an understanding that this stuff *works* in real life, and the Seduction Method is effective. I hope by going through this analysis I've helped your understanding as well.

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Advanced obstacles and their solutions:

Seduction Strategy: The Philosophy of Handling and Overcoming Blocks to the Seduction

To be successful you **must** stay aware. Don't ignore warning signs, or bluster onward without addressing problems as they arise. These will only grow into a seduction time bomb. When you see an obstacle, recognize whether or not it will stop you from sleeping with her. If so, decide if it is something you can overcome (and with knowledge, almost all objections can) and then decide whether it is worth your effort. Then, **confront the obstacle** and **overcome it**. If you ignore a real obstacle in your way, one that falls within your Sphere of Control or Influence, you'll risk losing the seduction.

Most obstacles can be overcome just by pulling back and giving her some doubt and distance. When you resume your attack, you'll be twice as effective if she was able to breathe, relax, and not be steamrolled.

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Also be aware that you won't always know right away whether or not an obstacle is threatening your success. Sometimes you'll just have to wait and see if it goes away on its own.

An example of an obstacle you *do not* need to address would be if she were to tell you, "Well, I just want to let you know that I'm just coming out of another relationship right now. I'm not sure I want to get involved."

And your response to that should be: "Involved? Whoah, there, girl. You're moving kind of fast there, aren't you? Next thing you know, you'll be down on one knee proposing. Let's just hang out and have fun for a while, okay?"

If you get into a discussion about why she feels this way, or try to sell her on going forward, you'll lose. You bypass this by ignoring it with humor. Now she feels a bit foolish for having brought it up, and **you** look like the guy putting on ***her*** brakes. Nice, huh? That's the way to turn it around.

An example of an obstacle that you *should* address would be if you are ready to get her alone and she decides to invite a friend along with both of you. This is a very real and immediate block to your success, and you can't let it sneak by. You have to handle this gently, but persuasively. If you let the friend hang on with her and you, you won't get the focus from your target woman that you need. She'll be distracted by her friend the whole night, and you'll have to work twice as hard. Not good.

How do you handle this? There are two possible solutions. The first is to have a friend with you (your wingman) that can occupy her friend and keep her from getting in the way. He should be at least as competent as you are with seduction strategies, so you don't have to worry about him turning into a wimp and screwing up not only his own seduction, but yours as well.

If you don't have a wingman, you have to be more creative. First of all, do not show any disrespect for her friend. These two women could be closer than Siamese twins sharing an organ and you might step in some very deep poop if you do anything to piss off her friend. This is what they mean when you hear the term *cockblock*. Stay observant and see if you think her friend is going to behave like an obstacle, or if she'll go off and do her own thing when it comes time for you to Disconnect your target from the pack. In some cases, if you can't separate them, you may want to go along with her and the friends, because eventually you all have to split up at the end of the night. You'll get another opportunity then to isolate her and move forward.

Once again, I urge you to develop your Occupation skills and monitor your target's interest and intensity. Some of the best seductions were spoiled by impatience and blundering forward without looking at the big picture. All the evidence is there, you know; you just have to see it and understand it. Only more experience will give you the

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judgment needed to decide which are real obstacles, and which are cones you can just swerve around on the track as you go.

The Other Man/Woman

One of the trickier situations to work through is if a woman knows you're seeing another woman, or if you know she's seeing another man. Both can be overcome, though, and here's how:

For the target that is aware of your interest in another woman, even if the other woman is only short-term, you need to make sure never to discuss or validate her with your target. The point in seduction is to get your target wanting you so badly that she doesn't even care if you're gay. Get the target's desire raised to the temperature of a four-alarm fire, and you've got her moving in the right direction. Her objections (which she will voice from time to time when she's troubled by her conscience, or she just wants to test you) will focus around the other woman, but what she *really* wants to know is if she has a chance of having you all to herself. As long as she is challenged by your lack of availability (and your target will already be curious because of the other woman's interest in you – remember, social proof) she will hang in there. You never answer her questions about the other woman, and you never get lured into a debate over the good or bad points of the other woman. Instead, turn it back around on **her**.

Her: "So what about Kim? Are you still seeing her?"

You: "Why? Are you interested in a threesome or something? You women are perverts."

And she'll press you harder: "Very funny. No, really, what about Kim? What are your feelings for her?"

And you follow up with: "No, really, I'm beginning to think you've got a crush on me. Why are you so concerned with other women? You want me all to yourself?"

(She might be stomping her feet about now, pouting and whining that she's not getting her way. Boo-hoo…)

She'll ask again: "Right. So, are you sleeping with Kim? What's going on with you two?"

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And you reply: "Hey, you do want me, don't you? You're jealous of Kim aren't you? Come on, tell the truth."

If you keep this up long enough, your target will eventually drop the subject. Women can sense when there's an answer lurking around the corner that they do not want to hear. The real point of her questioning you like this was not to find out about Kim; it was for her subconscious attraction mechanism, *to hear **how** you would answer*. If you said you *weren't* seeing Kim, the target would have lost her challenge from you and her attraction. If you said you *were* seeing Kim, you'd probably keep some of her attraction, but you risk her pulling out of the race because she'd feel slutty going after another woman's man. (But, depending on how you frame it, she also *might* want to keep up the pursuit. Some women love the thought of stealing someone else's catch.) Remember, this is a no-win question. Deflect and avoid.

In the other situation – when the woman you want is already seeing another guy – you are in a very difficult (but not impossible) situation to overcome. Don't plan on easy success if the other guy is doing really well at keeping this woman challenged and interested. If she's still in the process of chasing *him* around, you will have a very difficult time getting enough of her attention to completely seduce her. (This is why, if you want to keep a woman interested in you, keep her chasing **you**. She only has enough attention and energy for one man at a time.)

Luckily, though, this is rarely the case. Most guys do only what they need to in order to get the woman, and then they proceed to screw it up by not paying enough attention to keep her along the way. *Their* neglect is *your* opportunity. And, since most women are waiting for the right man to come along before they jump, you'll find a lot of opportunity in the ignorance of other men. (Just remember that you don't want to target any women who are dating any of your good male friends. A loyal guy friend is worth a dozen – or more – seductions.)

Many women will even look for a man to seduce her so she can get out of her previous relationship. She is looking for your opportunity.

First, when you find a woman who interests you as a target, you'll need to do a little detective work. You need to find out what her current relationship is **not** giving her. This usually isn't very difficult, since complaints are often the first thing out of her mouth when she's unhappy. You use this as your starting point, wherever it may be.

Be careful, though. You need to separate her *genuine* discontent from the *routine* bitching and moaning that almost every woman does about her man. (Complaining about relationships is what keeps the drama in it for women.) The false signals of her unhappiness are the ones that are usually general and vague, and you

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can read right through these to her true feelings. What is most important is to listen to ***how*** she expresses her discontent, not *what* she says. If she seems genuinely pissed off at him, and cannot stop complaining, she is probably a likely seduction target, especially if you can move in under her radar. (As I told you, sometimes this is even a hint to other men to move in as a possible replacement.) If, on the other had, she complains a little, and then falls back to compliments, or just neutral talk about him, she's probably just putting it out there as an indicator that she's already taken. You can still pursue her, but it would be better to spend your energy on a woman that is actually available.

Once you've discovered her complaints about him and where things are lacking, you need to find out how to satisfy whatever need she is expressing. Keep in mind that her words rarely express the true need, however. If she says she wants him to "romance" her more, she may just be saying that she misses that excitement she remembers from the start of the relationship. In that case, you do **NOT** want to start "romancing" her in the traditional sense. **Do not start buying her flowers and sending her cards** in an attempt to win her affection. You need to flirt hard, tease her to challenge her self-opinion and get her to need your approval. You need to be the challenge that her boyfriend is unable to offer her. Read beneath her words to find the real lack.

Be sure to take advantage of the "takeaway" or denial tactic we discussed earlier to get her wanting what she doesn't have. Show her that you can give her what she wants, and don't give it to her right away. Women love a good challenge, and you need to flaunt the challenge to her. Don't let her feel like she's getting you too easily, or you will feel just like her current relationship. You want her excited, not bored. From there, it's up to you how far to pursue it.

A final note of warning: Some guys don't take kindly to Don Juans coming in and stealing their women. Do yourself a favor and find out a little about the other man before you start to step in. You don't want to find out later that he's a Navy Seal, and that he takes pleasure in skinning and gutting men who hit on his girl.

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Time To Move On (How to Lose a Girl In 5 Days)

You need to be prepared for the time when you will have to call it quits with whatever woman you are with. Of course, you may decide to keep her on for longer than the initial sex romp. She might even end up dumping *you* first.

The best precaution is to have your exit strategy planned in advance.

I call this …

Give Her Your Exit Visa

This goes back to what I discussed before about staying as truthful as you can during the seduction process. If you lie to her to get her into bed, you *will* pay a price. What goes around comes around. The best thing you can do is to be honest up front about what your goals are. Some guys think this will scare her off, but in most cases it will actually take the pressure off her and make it easier to complete the seduction.

One of the screening strategies a woman will use is to quiz you endlessly about your relationship plans. If you sleep with her a few times, regularly, she's going to consider you a prospect for a long-term relationship. She will want to figure out if you're "The One" or not.

What you can tell her if she corners you about your relationship intentions is this:

"You know, I'm looking for a person to form a close relationship with, and right now I feel that I need to find out what kind of women there are out there. I'm very selective about who I'm with, and it takes me a long time to know if a woman can be that person."

Or:

"I can't tell you about the future, because just about *anything* could happen. But if I were to consider a woman for the future, she would have to be …"

You would then go into a lengthy description of what that woman would be like for you. Let her know that you have high standards. If your target chooses to try and fit that description, that's her own desire, of course. Don't mislead her into thinking you'll

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marry her in the near future, but don't shut her out too quickly at the same time. Just recognize that sooner or later you will have to communicate your intention to date other women. If you do it confidently, carefully, and honorably, you can keep many women in your activity book.

The earlier you address this, the better.

When you do feel it's time to end it and move on, do it gently, without making her feel as if she's the problem. Most guys feel it's easier on their consciences if they put the blame in *her* lap, that way they don't have to feel any guilt over what they're doing. However, this will only come back to haunt you. Not only will you breed resentment in the women you have been with, but also you'll be cultivating a negative view of yourself in your subconscious. This will only serve to rattle your self-confidence later. It's like having termites at work under your house. Everything seems fine and dandy for a while, and then one day too much pressure sends everything crumbling to ruins.

The best method for ending it is to place the blame on a difference of goals and objectives. This keeps the breakup out of the blame-game where each person makes the other responsible. Men are already aware that most women would prefer a long-term romance leading to marriage. While you'll find that a lot more women are into short-term relationships these days too, they still feel as if they've failed if they aren't able to make it work long-term. Women have evolved as monogamous mates, not casual.

Here is a quick script for letting her off easily, as well as making things more likely to end on a friendly basis:

"I know we both mean a lot to each other, Sally, it's just that I think I might not be the best choice for you right now. I'm not really looking for a long-term relationship. I just don't want to get serious. I am also very busy with my work and business ventures, and I wouldn't be treating you fairly if we only saw each other once a week – or even less. I sense that you're looking for someone who will give you a lot more of his time and energy. I suspect you're probably also starting to be interested in seeing other guys, too, aren't you?"

If she knows that things are not going forward with you, she can now say that she wants to move on, too. This gives her the dignity of a graceful exit, making it mutual rather than forced on her.

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There are some women, however, that you can never be nice enough to when you break it off. Don't think that you can get every woman to calmly accept it when you dump her. Many women will even get a little emotional depending on how well you performed the seduction. (This is where it's a good idea not to overdo it when you seduce her.) You must be able to handle her calmly, no matter how nasty her reaction is.

Don't pull the passive-aggressive tactics to avoid a confrontation. You can't avoid her phone calls, or duck into alleys every time you see her on the street. If you choose that road, you're in for a frightened lifestyle if you go to bed with even a few women. That's the coward's method. If you can't handle breaking it off with a woman nicely and gently, you probably shouldn't be in this game anyway.

And don't forget: As I said, she can and will probably break it off first with you on occasion. There are a lot of women out there that like to be seduced so they can get the sexual freedom they desire without feeling the pressure of the Slut Complex. They let the man do it all so they don't have to feel bad about themselves. Don't get angry with them, or fall into that trap I warned you about where *her* dumping *you* becomes a challenge that gets under your skin. Just accept it for what it was and breathe a sigh of relief that you got let off the hook from doing the breaking up this time around.

Flood Her

There is an effective way to handle dumping a girl if you started a short-term fling that you want to end. It might seem deceptive up front, but it's actually a great technique to cut off a girl who is driving you nuts with her clingy, possessive behavior.

What is the one thing that is guaranteed to push a woman away? What one behavior will make her drop you faster than first-period French?

Smothering her and coming on too strong.

If you want to get her out of your life, but you don't want to hurt her or break her heart, here's what you do:

- Call her four times a day. Every day. All week long. Keep her on the phone for as long as you can, until she *begs* to go.
- Setup dates for as many nights as you possibly can.

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- Leave love notes all over her apartment or house.
- Tell her you love her. Completely. Truly. *Forever*…
- Send her email poems every day in email.
- Start talking about moving in with her, marriage, and kids. Tell her you want to start a big family really soon.

Overall, just **FLOOD** her with attention. Eventually she'll be calling you to tell you that "things just aren't working out …"

Yeah, there are a few low self-esteem nut cases out there that thrive on this kind of obsessive behavior, but 90+% of the sane girls hate this and run from being smothered. If you think you might have a nut case, then chances are you didn't heed my warnings early on. (Shame on you.) Still, if she sneaks in under your radar, and she's crazier than Hannibal Lecter on acid, you should break it off clearly and finally with her as soon as you can. Don't leave any room for misinterpretation, or you might find her waiting in your driveway some morning.

If you've broken it off and she still persists to contact you, don't talk to her, don't call her, and don't interact with her if you see her. You'll only be encouraging her. And if she doesn't give up, consider the advice I gave you earlier regarding handling stalkers.

Happy Little Friends

You can't keep every woman in your back pocket as a "friend," or a sex buddy. Most women are just as happy to see you move on as you will be to not see them again after you've slept with them. You have to be able to let them go.

Don't throw out the "I'll call you" line if you don't actually intend to do it. Just make sure you never misrepresent yourself in the first place, as we discussed before. If

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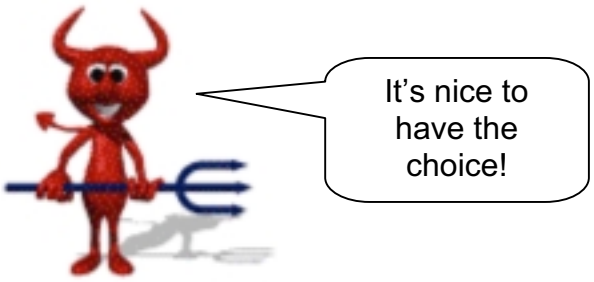
you say you're interested in a relationship, and then you ditch her at the first chance, she'll feel betrayed. If you've ever dealt with a woman who felt betrayed, you'll know what a mistake this can be.

Know your goal at the start and stick with it.

However, I won't discount the fact that you may discover a person you want to date long-term after your seduction. In that case, by all means, pursue it in the direction you desire. In many ways, the most challenging seduction is the woman you have to keep seducing again and again…



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NLP – Neuro-Linguistic Programming

NLP has been around for quite a while, and has been an established technology of the mind for a great many of the self-help gurus out there, as well as other therapeutic processes. The principles behind NLP are based on the fact that the words we use to think have an impact on our experience of the world. Neuro-Linguistic Programming is the study of how humans think and experience the world.

Most often, NLP technology is used in behavior modification, like getting over phobias and restructuring our beliefs to achieve more. The theory is that if you can control the language your mind uses to think (which is in words, since we think in our native languages) you can fundamentally affect your behavior.

Think about dogs, for instance. They have no real language, no spoken words and vocabulary, so how do you suppose they think about things? We might look at a pretty woman and think, "Hey, nice legs, cute smile. She's interesting." But a dog only acts based on his feeling at that moment, urges and general feelings he could never explain.

For humans, we have a great advantage in that we have language as a common starting point to mold and shape our thoughts. Some words carry more meanings for us, such as the charged words I discussed much earlier in the program. There are other charged words that you see used in the news media all the time, such as "racism," "plunder," "weapons of mass destruction," and the like. What you feel when you say something affects your use of language, and how you think.

One of the principles of NLP is the use of **Models**. A model is a person who can do something exceptionally well. By studying how they do what they do, it is reasoned that you can learn their habits and thinking patterns, and by doing the same things they did you can get the same level of success. Models are especially important in seduction, because if you can learn enough about what a successful seducer does, you can probably achieve the same high level of success.

A model for seduction is invaluable to find, and well worth your effort to associate with and learn from. The kind of experience you gather when you're with another person who has already mastered many of these principles will help you work through the learning curve *much* faster. I learned this information mostly on my own,

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and from observing the best examples of leading men in the movies, like Harrison Ford, John Wayne, Cary Grant, and Sean Connery.

You're seeing some of the benefits of using a model by getting this book and putting the principles to work. I'm sharing the principles and understanding I was able to figure out from many years of trial and error. If you can find a man in your area that can do this with you in person, where you can observe how he uses language and touch to seduce a woman, you will be in an even better position. Take advantage of the experience a model can supply you with. It's the shortcut to success that nets you the most results.

States

Another of the NLP theories that is most relevant to seduction is the ability for you to induce states in a woman. A state is an emotional and physiological sensation she experiences, such as contentment, happiness, excitement, sexual arousal. This theory states that just as you can get an extraordinary sensation of happiness from, say, running in a marathon, you can also experience that same feeling by *imagining* the experience that induces that state. In other words, you can feel the thrill of a marathon just by remembering and reliving a previous experience you had running in one where you felt that same sensation.

You see, your mind cannot distinguish between a real event and one that is *imagined* with enough detail. They are virtually indistinguishable in your mind. Haven't you ever had one of those moments where you remembered a situation, but you weren't sure if it was real or a dream you once had? It's a little unnerving. Of course, I think everyone has had the spooky sensation of déjà vu, where you feel like something has happened to you before. The sensation is so real when it occurs that you would swear on your life that it **must** have happened. But after the déjà vu passes, you start to doubt it again.

Your mind cannot tell the difference between reality and a vividly imagined event.

The way to use this effectively with a woman is to start with questions that lead her toward the state you want her to feel. Some of these states are:

- Safety / Security

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- Calm / Contentment
- Uniqueness / Specialness
- Happiness / Fun
- Intrigue / Curiosity
- Excitement / Confusion
- Arousal / Impatience
- Sexual desire

And this is roughly the progression of feelings you want her to follow, as well. You start with making sure she feels safe and secure, calm, and then you move on through the other states. You may go out of order occasionally. For instance, you might want her feeling intrigue and curiosity for you early if she is acting detached and difficult.

The questions you ask would go like this:

"I don't usually come to this club. It seems a little noisy to me. What do you think of this place?" She'll tell you how she feels, and if she is also put off by the noise. If she is, she's probably not feeling very calm and content, and this will make it more difficult to get her feeling secure in your presence. You must address this state first, or it could be harder to continue through the Progression with her. (Sometimes you can bypass her discomfort by working straight toward getting her feeling comfortable with *you*, since you can be her source of security in a strange environment.)

"So, what are the good things that happened to you today?" Is another way of getting her to re-live a previous experience to feel that sensation all over again. Get her to reveal all the details she can about it. For example, if she says she was really pleased at getting a contract completed, ask her: "What was it about completing it that made you feel good? The completion of the hard work? The recognition from your boss?" And when she tells you, you ask her, "What was that like? How did that feel?" As you watch her, you'll see her physiology start to change, too. If she was rigid in her posture, or leaning away, she will usually start to soften and lean forward a bit. Continue asking her questions that keep her re-living that event. She'll start to associate the feelings with you after a while. This works for any state. If you ask a person to relive an incident that they found traumatic, you'll see their physiology change to more rigid and distant. Obviously, you want to continue to evoke positive, joyful states in her. Then, as you charge up the conversation, you'll steer it to more sexual states.

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To get her experiencing happiness and fun, ask her: "What kind of things do you like to do to have fun?" And, of course, you follow up and ask: "What is it about that sport/hobby that is so fun for you? What does that feel like?"

Get specific. Ask her about the different sensations that accompany the overall experience. How does she feel inside? What is she thinking about?

Then, later, when you've broken into the sexual territory, you'll ask: "What is it like for you, as a woman, to be able to immerse yourself in that kind of pleasure? I mean, I've heard that women feel it in waves, and it travels through their whole body. What is that like for you?"

In a way this is very similar to hypnosis, only without all that trickery and memorization. This part of NLP can be done very conversationally, and it comes across as much more authentic. If she feels like you're dangling a pocket watch in front of her and commanding her, she's going to be repelled. By asking questions and guiding her to a positive emotion, you'll have no problems sneaking by her defenses.

Another important use of NLP in seduction comes when you use *anchors*. An anchor is a way of linking a feeling or emotion she has with a physical sensation. Let's say you were in the middle of talking to her about some erotic experience, and you can see that she's really feeling it, experiencing it in her mind. You'd want to find a way to touch her, gently and non-sexually, so that she feels both your touch and her emotional state at the same time. One way might be to lay your hand on her arm and give her a quick squeeze, and then take your hand away. Each and every time you get her in a state where she's feeling the emotions you desire, you anchor them to that touch. If you've ever been in a relationship with a woman for any length of time, you know that the longer you're with her, the more these anchors start to show up on their own. She may always greet you with a kiss on the neck, and then you start to associate that with her presence and how you feel around her. When she repeats that gesture – the kiss – you feel the sensations surrounding it.

What I've discovered is that it's **much** easier to use anchors that are already in place rather than trying to create brand new ones with a woman. It takes repetition to get an anchor to work effectively, and you don't have a lot of time to repeat a lot of these exercises with her. Since almost all of us already have many anchors from our childhood, it's much easier to find out where she has them and use the pre-existing ones instead. Again, the key here is asking the right questions to discover where they are and how she associated them.

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The best use of anchors, however, is on *yourself*. By finding where you feel these high-performance states, and then imprinting a physical anchor on yourself, such as pressing your arm or clenching your fist, you can then trigger this state again later on. The higher the level of emotion and feeling you can summon when creating the anchor, the more likely you'll be able to retrieve it back by using the anchor again later on. When you're experiencing an intense sensation of power and confidence, continually reinforce that association with your anchor. Maybe it's during a workout, when you feel strong and confident. It could be when you're watching a movie, like "Gladiator" or "The Matrix." Whenever or wherever that time may be, use your knowledge of anchoring to store that state for recall whenever you need it.

Modality

At some point, you should find out what your target's modality of learning is: *auditory, kinesthetic, or visual*. Most people have a sense that they prefer to use when it comes to their learning style. We all use our hearing, sight, or touch in some way to learn and understand new material. We use them all at one point or another, but just about everyone has one mode of learning they use *most of the time*. You can figure out which modality it is by listening to how she describes things. Here are a few examples:

- **Kinesthetic**: "That just doesn't *feel* right to me." "Oh, that *feels* so *cold and depressing*." "I can't come to *grips* with that." "I can't *touch* that idea."
  This person is typically a kinesthetic learner. Recognize her by the tactile words she uses. She learns by doing or touching. She probably likes handholding and hugging to establish security. She will also like to fidget by playing with things, like her straw, or toy with the buttons on her jacket. Her hobbies will probably revolve around her modality, too, such as working with crafts, or sculpting.

- **Auditory**: "That just doesn't *click*." "That just doesn't *sound* right." "I *hear* what you're saying."
  These keywords tip you off that she is mostly auditory. The words that highlight hearing are used most frequently. She learns by hearing instructions. This type of woman is very suggestive and responds well to NLP techniques.

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- **Visual**: "I *see* what you're saying." "That's not the way I *see* it." "*Looks* good to me."
  This person is showing a disposition to visual modes of learning. Even when referring to words or sounds, she will use the word "see" as in the first example. She probably uses a lot of visual words, like "sparkling" and "bright." She learns by seeing, or reading instructions with diagrams. She is probably also very fashion and appearance conscious, judging things by what she sees.

Understanding a woman's modality not only helps you communicate better with her about sex (finding out if talking dirty, watching porn, or dancing close will excite her), but also what she will respond to in conversation.

For example:

- Use magic on the women that are visual
- Use your speech and charged words on the auditory ladies
- And use your sense of touch – palm reading and kino – on the kinesthetic women

The next section details kinesthetics, since it is one of the most important NLP techniques to utilize in your seduction. I recommend you learn how to use this particular method on **all** of your targets, since it is a common base of modality for all women.

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"Kino" or Kinesthetics

Here are some definitions that you will find helpful in understanding how to use Kino in your seduction:

kinaesthesia **(**n) 1: the perception of body position and movement and muscular tensions etc. 2: the ability to feel movements of the limbs and body

kino (n) 1: The use of touch to arouse physical and emotional desire.

First of all, consider what kind of person you are. Are you reserved? Do you enjoy touching other people? Touching yourself? This is something to determine so that you know what you consider comfortable and acceptable when it comes to human contact. Some people are very touchy-feely, always hugging and kissing their friends, family, dogs, and just about any stranger that comes into their sphere of influence. People at the other end of the spectrum might cringe when a cashier puts change in their hand. It's all in how you were brought up and what kind of culture you are from.

Ethnicity determines much about our family upbringing and disposes us to certain patterns of touch, and our comfort level with them. (Remember also that even spatial distance between two people, without touching, is also a part of kino. How far you intrude into another woman's personal space will be noticed and have an affect on her. More on this later.)

One of the first things you must realize is that men, on the whole, start touching women far too early in their interactions. Men are tactile beings. That is, we're *gropers*. We long for the soft touch of a woman's flesh, and the neat little parts of her that seem to pull our hands there. (I'm pretty sure this is why breasts are so squishy – they almost *beg* to be grabbed.)

What men lack is self-control. It's difficult for many of us to hold back, especially because men originate our experience with *visual* curiosity – we see a pretty gal, and that starts us thinking about her, and the desire becomes a craving to touch her, all in the space of a few seconds. From that point forward, we're only fighting our natural desires. However, most men mistakenly believe that by touching **her** and showing how interested we are, we can get her hot and excited for us.

Well, we *can* and we *can't*, as we shall see. You can't **make** her want to touch you, but you can ***lead*** her there by using certain strategies.

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Always Leave Them Wanting More

This generates what is known as **response potential**. You are trying to stimulate her desire, and then leave it largely unfulfilled. This way, you'll have the supply, and *she* will have the demand. You're giving her the space to take action in. If you overdo it, you'll overload her. Remember: Two steps forward, one step back in the seduction dance. Refer to the graph in the earlier section on the Seduction Dance. If you go too far, too fast, you'll flood her system and she'll be forced to cut you off. When she does this, it's ten times as difficult for you to regain your lost ground. It's like going up a hill with a running start, because you're already in motion, or having to start from a standstill. You want to keep inertia working for you.

If a woman is strongly attracted to you from the start, you'll have more space for errors, but just don't flood her too many times. If she likes you a lot, you've got a buffer against mistakes, so use it to your advantage. This is where most of the good looking guys fall into bad habits that end up hurting them in the long run, and spoil their seduction abilities. They use up their goodwill making stupid blunder after blunder, and she forgives him a little bit because she's attracted at first on his looks. And sometimes they make it to bed with her in spite of themselves. After a while, though, the luck runs out.

Let's face it; playing hard-to-get really works, though it can come across as manipulative. There's a reason it works: **We want what we cannot have**. (Remember from the Scarcity Principle.) We want what is forbidden. You have to be subtler and more sophisticated in using this to your advantage, and that's what building response potential will do for you. The more she feels that what she wants is just out of reach, the more likely she will be to step closer to see if it really is. You use your Occupation skills to feel if she's interested, and pull back just enough to keep her feeling that way.

Remember, you have no reason to feel manipulative if you're doing the right things to keep her interested and working towards a win-win goal, which is getting you both where you want to be – in bed. Together.

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Avoid These Touches

Understand that women are very sensitive to touch, and touch is almost never neutral; it will either have a positive or negative affect. Some touching is almost universally bad. It mostly depends on how long you've known the woman, and what kind of precedent you have set with respect to touching. If you've just met her, hold back for a while until you know what kind of woman she is.

Don't ever touch private or intimate parts of the target's body until you have received definite evidence that she wants you to go there. Stay away from her butt, her breasts, her legs, her stomach, until much later. You see, women are not used to men having self-control around touch, and as a result you will stand out if you can demonstrate this to her. As your seduction moves forward, however, it will be up to you to initiate more and more physical contact – with discretion. I'll talk more about this in a later section.

I know that this may come as a shock to you, but punching her on the arm, pinching, or any kind of physically unpleasant contact is a definite NO-NO. Playground antics were cute when you were seven, but now it's time to grow up. Understand that a woman's first and overriding concern is whether or not you are **safe** – *physically* safe – and you must be sensitive to this. Don't ever touch her in a way that might be painful or that would jeopardize how secure she feels around you.

In general, when you first meet with her, whether it's over coffee or at a dance club, show some restraint at the early part. Don't start right in pawing at her and touching her. Let's put it this way, it's better to hold back too much at first than to show physical attention too soon or inappropriately. If you've just been introduced in a large group, you might go for a quick hug, but you're better off just giving her a wink and a nod and looking away quickly. Balance your distance with a measured amount of flirtatious behavior, just enough so she doesn't think you're a cold fish. At the same time, don't come on too strong. I advise men to wait until she's touched you the first time, because at this point, she's probably interested. If you touch her too soon, you can't be sure. But when time is limited, you will probably just have to move forward on your own best understanding.

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Now, The Positive Areas for Kino

The difference between good and bad kino is very subjective, as well as finely differentiated. One woman's good can easily be another woman's bad.

As you start to warm up to each other, you should make one or two small kino maneuvers. The best one is a simple – and brief – touch to her arm or shoulder.

For example: If you're getting up to go get another drink, start to walk around her, and then place your hand on her back gently as you ask her if there's anything you can get her. Remove your hand after a couple seconds. Don't linger too long, or you'll defuse the power and possibly risk her discomfort. Or, let's say you're out walking with her and you cross a street. Make a show of offering her your arm. She will be impressed.

In order to keep a seduction working progressively forwards, you have to keep the dance of attraction moving back and forth. You touch her a little, then you back off to let her wonder. Then you move back in when you sense that she's ready for more, then you back off after a while. Wait until you can sense more desire, then you come back in, going even further. Then you cut her off before she has a chance to get overloaded.

Good places to touch early:

Hands: Hands are a great starting point of your seduction. If you want to touch her hand, do the brief touch (as described above). Of course, the palm-reading is another great place to start stimulating her. If you learn a little about massage and erogenous zones, you can really put this one to work in your favor. There are pressure points on the palm that correspond to some of the palm-reading zones, and by using the press of your fingers, along with a slight tickling of her skin with your touch, you will generate a response.
Always use tickling sensations to your advantage, because it is an instant excitement injection: You get her laughing, as well as physically and mentally aroused. You just have to avoid the kind of tickling that makes her jerk away from over-stimulation.

Forearm/upper arm: The inside of her forearm is very sensitive, and just a light touch there in passing is more than adequate. Though, it may seem contrived to target her lower arm. You're more likely to touch her on her upper arm in passing. Don't grab her like a cop who's taking her to the patrol car. Just a smooth caress from

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her upper arm down to the back of her hand should be enough, using the tips of your fingers – very lightly. The first few times, you should always pull away from her without trying to hold her hand or touch her too intimately. Make her wonder if you're coming back.

Shoulders/Back: You can find many reasons to touch her on her shoulders or back, such as in passing by in a room, or if you need to come up behind her and make her aware of your presence. A touch at the base of her spine is especially arousing to women and is guaranteed to give her tingles. If you can use the anchoring skills from the NLP section, a good place to establish an anchor point is by a squeeze on her shoulder. Also, the sides of her back are fairly sensitive as well, from below her shoulder blades down.

Hips: Specifically, the area on the side of her hips, just above where her butt starts. I'd consider this location to be more of an opportunity area for later than a place you will target early, since you can easily get into trouble here if you're not careful. Don't touch her on her hips unless you are dancing, or in a crowded room and need to pass by her. Later, when you're kissing, you can just caress her hip and it will really light her fires. You don't need to touch her ass or her crotch, and it will actually work much better for you if you **don't** go there. Remember, you turn her on by what you **aren't** touching.

Hair: Hair is a great place to focus, because women really spend a lot of time on their hair. They *want* you to take notice of it. If performed tastefully, touching her hair and commenting on its softness/color/radiance/whatever can be an excellent test to see if she's comfortable with you. If you reach (slowly) for her hair and feel it between your fingers for a second or two, and she doesn't pull away, it's a good sign that she'll be ready for your kiss. Sometimes, you can even joke about this to drive her even more crazy. As you let her hair go, and if you see that she was preparing herself for a kiss, you say: "I bet you thought I was going to kiss you there, didn't you?" And before she can answer, you say: "Did you want me to?" If she says, "Yes," you say, "Maybe I will. Later." If she says, "No," you nod and wink at her as if you don't believe her, and that her "no" didn't intimidate you at all.

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Places To Touch After You've Established Her Attraction:

Back of neck: This is an erogenous zone for just about all the women I've known. It's just in the area where their hair starts to thin out. I have a theory that this is linked to how we were cradled by our parents as infants, and it gives us a sense of security and safety. Almost every woman I've been with melts when you run your fingers into her hair from the back of her neck. Stroking this area with your fingertips is also a great way to give her tingles. Don't over-stimulate this area, because it can become ticklish very quickly.
If you've seen the movie "Body Heat," there's a scene where Kathleen Turner holds her hair up and wipes the sweat from the back of her neck, and the sight of it gets just about every guy excited.

Face: Brushing the back of your hand against her cheek is a bit corny, but any gentle contact with her face is very charged. Use this sparingly, and with a strong gaze into her eyes, and she'll melt into your arms. If you can accidentally brush her cheek with yours when leaning in to whisper to her, you'll get her very excited.

Overall, a head massage is an extremely erotic maneuver, if she's willing. You gently apply pressure to her scalp, working all through her hair, as well as her temples, and the bundle of nerves behind her ears. Go delicately with the pressure.

Earlobes: Sure, it's a cliché, but gently nibbling on her earlobes combined with a bit of breathing in her ear is a fantastic approach for when you've already kissed and now you want to drive up her excitement. (See the Whisper tactic below.) Sucking on the ear is good, as well as licking the outside of the ear, and maybe even inside. But don't leave a trail of spit behind like a dog that's just licked her; just moisten her up a little bit. When you're in bed with her, biting her ears gently can drive her wild.

Lips: Lips on lips, the best of all touches. If you struggle with kissing get some coaching. Nothing will get a woman tingling inside faster than a slow, soulful kiss. One of the best ways to stir up anticipation is to go in for the kiss, and if you see that she's willing, just brush her lips with yours and pull away. Tell her, "Mmm. Maybe later."

Refer back to the kissing rules and tips in **Step 3** of the Progression.

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Feet: If you haven't seen "Pulp Fiction," you need to rent it just for the discussion of foot massages. When John Travolta and Samuel Jackson discuss the merits and dangers of giving foot massages with women, they hit it right on the head: *Every foot massage has some sexual suggestiveness in it.* Rubbing her feet is a highly charged activity that is very provocative, but it goes unspoken, and therein lies the beauty. Rub her feet with oil and she may beg you to move it somewhere further up.

Other Areas:

Women are aware of the sexual potential of a full-on massage. You should reach in and just start rubbing her neck at the first opportunity – but only if she's been giving you clear buying signals beforehand. Just say, "You look a little tense," as you reach in and rub her shoulders. Occasionally caress the neck zone I reference above, but don't stay on any spot for too long.

Another area of Kino that I mentioned above is the use of her personal space. Don't ignore the fact that carefully intrusions in her personal space can be just as intriguing as actually touching her, and probably more so because it enhances the response potential. Lean into her space on occasion and pull back out of it. This will tease and tantalize her. Make it appear accidental at first.

You can find many other reasons to get closer, such as reaching for something that you know will put you into her personal space. Again, be tasteful, not lewd with the way you handle these. Be sure to say, "Pardon me." You might even make it look like you got close intentionally to see what her reaction would be.

One of the best ways to get in closer is by using the whisper tactic. During a social gathering of some kind, if you can find a good excuse to do so, lean in a bit and beckon her closer. Whisper something into her ear. A conspiratorial tone serves to create a little moment between you, as well as getting her to anticipate being closer to you. You'll also be able to sense her comfort level with you by how she handles the sudden closeness. Some women will just turn their ear toward you, while others will put a hand on your shoulder and let you get very close with your lips.

Sexual Kino

Even after you have moved your seduction into the bedroom, you must realize that a good understanding of sexual kino will help you immensely. There are a few

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simple rules that can keep you from burning out and being a one-hit-wonder with your seduction target.

- Wait as long as you can before directly stimulating her.

Use your fingers to tease, as well as please. Remember: the definition of foreplay is **not touching what she knows you want to touch**. Foreplay is just one big tease, and the longer, the better. Have fun with it. Remember: A baseball player doesn't have to run fast when he knows he's hit a home run. Think about it.

- Touch uncommon areas.

It seems that men do one of two things with breasts - squeeze them like water balloons or suck their nipples off. Get creative! The sides and underside of her boobs are extremely sensitive areas, as is the top of her chest. Try working your way in, very slowly. Hang out in the cleavage for a while. Do some tongue-work around the outsides and underneath. She will love it, I assure you. Guys tend to use nipples as targets, when you should stay away from them until later.

Commonly untouched areas also work wonderfully when you're leading toward sex. Think about where she puts her perfume. Try lightly rubbing the back of her knees, the inside of her elbows, the sides of her ankles, her wrists, or anywhere that you might not normally think to go.

- Don't forget the cheap seats.

You'd be amazed how many women like being touched ALL over, especially during sex. A delicate rub on her back or caressing her legs is often like icing on the cake when she's in the throes of ecstasy. It puts you closer to her and it removes the focus from just one or two parts of her body to **all** of her. It goes back to the sense of overall uniqueness and appreciation that she desires. When your hands go everywhere on her, she feels appreciated all over.

- Get her to show you the way

She knows better than anyone else where she likes to be touched. Ask her to show you where she likes to be stimulated, and how. This doesn't mean you're incompetent, since any man with confidence knows to stop the car and ask for directions. Have her guide your hand and show you where she likes it, and how much pressure.

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- Always leave her wanting more.

Don't go nuts and try to do every sexual position you've ever heard of. You want to satisfy her, but not *over*-satisfy her. If you want to be invited back for more, don't go overboard on your first time in bed. (This does not mean, however, to deprive her of an orgasm. Be restrained, not selfish.)

The next section will detail the principles for driving her absolutely crazy in bed. If you're patient and persistent here, as you have been getting her in the bedroom, you'll be able to give her the best loving she's ever had.

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How To Drive Her Crazy In Bed

Sexual technique takes time to develop and master. You will have to work on this in parallel with your seduction skills in order to reap the rewards. I've found that just by reading a lot of the "How To Pleasure Her" articles and books will give you more than enough knowledge of sex to do a decent job. The secret to getting all the sex you want is to give her all the pleasure she wants, too.

Keep this in mind: **Most men are not very good in bed.** It's a fact that many women tolerate a lot of ineptitude in the bedroom on the way to searching for their prince. (Why else do you think that nearly every woman out there has some kind of dildo or vibrator to give her pleasure? Why not get the real thing if it's out there everywhere?) If you take a little time to learn the essentials, you'll be ahead of 90% of the guys out there. Tell you what – I'll give you the essentials, plus a few tricks and treats that will have her coming back for more.

When push comes to shove, however, remember this:

You don't need to learn any sexual tricks or intricate positions to satisfy a woman, if you will just pay attention and make the simple things count.

A woman doesn't need an acrobatic lover that can fold her over backwards while penetrating her from behind, as he's also licking her neck and pressing a special nerve center on her calf. Just **take your time**, **attend to her feelings** in the moment, and she'll think you're the best thing to come along in a long time.

Women value sincerity in bed, while most men value variety and novelty.

First of all, realize that women need to justify sleeping with a man to their sense of self, which means either taking their time (to build up trust), or having a good excuse (overwhelming attraction). If you want to get laid, you must make a woman comfortable enough (gain enough of her trust) *and* attracted enough to you so that she will let her guard down.

Women have sex with men they fall in love with;
Men fall in love with women they have sex with.

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Consider this very carefully, because it is the essential difference between men and women with respect to sex. Each gender has a different priority when it comes to sex. If you expect her to jump you within minutes of flirting with her, you're heading for disappointment. The truth is that *most* women are not willing to rush into sex with a man. If quick sex is your goal, you're going to have to put up with more than your share of rejection and frustration. You can get it only to the degree that you attend to her needs and innermost attraction mechanism.

Sexual competency can be broken down into two areas: **Communication** and **Skills**.

Communication

Communication is essential when sleeping with a woman. She needs to feel as though she is being cared for, and it's your obligation to fulfill that need. Yes, this means you have to talk to her.

Now, most men don't feel comfortable talking to women about sex. They usually feel that *doing* is enough, and they have the doing part taken care of. The reality here is that a woman is going to be more turned on by your ability to communicate about her pleasure than by most of the things you will actually perform for her physically. The key to a woman's sex drive lies in her brain.

The essential part of communications in sex is to make it relaxed and genuine. You're asking questions to find out what she wants/doesn't want, and that takes a measured amount of restraint on your part. You absolutely should avoid using any gutter language. When you talk about sex, women like it best when body parts are referred to in non-vulgar terms. In fact, if you can think in terms of poetry, I highly recommend you use that angle.

Let's compare, which do you think sounds better whispered in her ear:

- "I feel like banging you harder than a stick of dynamite, you wench …"

or

- "It's so hot and intense next to you, like an *electric charge* …"

The difference here is what one calls "dirty" versus "erotic," and **erotic** is what she wants to hear when it comes to talking about having sex. Women need to have the romance and mystery even when it comes down to the Dirty Deed itself.

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If you frame it correctly, a woman will do almost anything in bed with you if you can make her feel sexy and valued enough in the process.

So, how do you talk about sex with her? That's probably foremost on your mind, since guys aren't as far along on the communication path as most women are. When communicating your needs, or your questions, or anything else to a woman, always remember:

- **Never accuse** or make her feel like she's doing anything wrong, even if she is. It's a long way to go from feeling humiliated to performing for you again. Try to state it in "I feel" terms, so that it's immediately implied that this is *your* perception. Never say, "You aren't doing this very well. Have you ever read any good books on giving head?"
- **Never demand**. Just politely and nicely state what it is you desire. If she doesn't give it to you, chances are she can't give it, so move on. You can't pester her to be the way you want her to be. Never say, "C'mon, turn over right now, so I can do you from behind." Try, "Oh, baby, I'd like to hold you from behind and kiss the back of your neck while I'm inside you." That will get you much more progress in the long run.
- **Never beg** or ask for more sex from a woman than she is giving you willingly. If you are in a position where she does not initiate but she eventually warms up to sex, that's fine. But if you initiate and are turned down or denied a large portion of the time, then you've got a larger problem here. In many cases it's only that you are not giving her enough reinforcement and meeting her preliminary needs for her to feel comfortable with sex.
- **Stay out of her past**. Don't ask questions you don't want to know the answer to. I know this will be too tempting for a lot of guys, but how many men out there, knowing that they are jealous of a woman's past sexual experience, will ask her all sorts of questions about what she's done before, then get pissy and distant when she finally tells him?

  Him: "Hey, have you ever been with two guys?" Winking and nudging. "C'mon, you can tell me."
  Her: "Well … once, but it was a wild party."
  Him: "WHAT?? You dirty little whore!"

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It's a perverse self-torture when we do this, and it's seated in a lack of self-confidence. On one hand, you want her to be experienced enough to pleasure you; on the other, you don't want her to have slept with a lot of men to have gotten that experience. Focus on the present, because that's all you can control. The past is done.

- **No means no.** This kind of "No" is often accompanied by at least a physical demonstration (she pulls your hand away, pushes you away, etc.) or an obvious change in her mood to something serious. The confusion comes when a woman is really saying "No, *not yet*." This means that she's not hot enough for you, and you need to step back into foreplay to try again. If you're *ever* in doubt about a woman's willingness, back off. You don't want to run a risk of going to jail and spending some quality time with a cross-dressing freak named Luther who wants to make you his romantic cellmate.

If, in the course of sexual contact, you sense that something is not going well (and we men can usually sense this, but often we choose to overlook our instincts), you owe it to her to check in and find out what is going on. You can just ask nicely: "Is this okay?" Be very careful to not overdo this, though. Most Nice guys will check in *way* too much, and nothing puts a cramp in sexual flow than being checked in on every couple minutes. You just want to establish that she's not in any physical discomfort, or find out if she's starting to weird out on you.

Stay in communication with her and you'll be able to avoid most problems before they arise. The more experience you gain with women, the more you'll also be able to interpret and read between the lines, as well as read her body language during sex. Every woman is different in this respect, and that's what makes it interesting every time you jump in the game.

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Skills

Skills in sex come with knowledge and experience. They also come from mistakes, like any other part of dating or interacting with women, so don't come down too hard on yourself when you make an error. Your skills are the techniques you use in giving her pleasure. Skills in sex also include the techniques you use to avoid problems, as well, and I'll point out a few of those.

Here are some general skills you should have in bed for her to appreciate your sexual ability:

- **Knowledge and appreciation of her body:** Every woman is different, and every woman has different erogenous zones. Much of the fundamentals, however, are very similar. Get a good book on female sexuality and really study it. Porno movies will never tell you how to turn a woman on.
- **Every woman wants foreplay.** Draw it out and take your time. Touching her lightly all over her body will only make her want you more. Use a teasing touch, and stay away from her genitals for as long as you possibly can.
- **A woman wants cunnilingus.** (More later.)
- **A woman wants clitoral stimulation** – eventually. Not the instant you get into bed. Start with foreplay, to the point where she is almost pulling your hand to her crotch. Your hand works like a flock of circling eagles, moving in on the target, zooming around, but not quite going in for the kill. Eventually, you get your finger(s) lubricated, and then make slow circles on her clit. She needs manual stimulation not just slamming your genitalia together in order to get off. Her clitoris is always small at first, and as it becomes aroused it will stand out like a little button. Vary your pressure and rhythm on her clit, and don't go too fast. She will usually give you all the feedback you need with her moaning and her breathing.
- **A woman wants eye contact and presence** - She wants to know she's not just another hole you're looking to fill. She wants to be appreciated here, in the moment, and if you don't look at her and smile on occasion, you'll give her the impression you've left the planet and are screwing a fantasy woman, not her.

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- **Relaxed, no rush atmosphere**: Too many guys jump into the "Gotta get it while I can" mode when they get the green light for sex. The thinking here is that you need to get it before she changes her mind. Slow down! Take your time. If you please her well enough, there's almost no way she'll stop you or change her mind. In fact, if you can ease into it at the right pace, you'll ensure that she sticks around for more than one inning. Batter up!
- **Planned and prepared**: Have condoms. Any guy who thinks he can (or should) engage in sex without protection is flirting with a possible pregnancy, disease, and even death. Sure, it feels a lot better without a layer of latex between you, but you must sacrifice the added pleasure for your health. Condoms are **not an option** anymore. Keep them placed within reach.
- **Giving**: Women are very concerned about your ability to please them (probably because so few men know about where and how to touch them.) This anxiety appears very prominently when you first go to bed with her. Something I've found very interesting over the years: The best way to handle your first encounter with a woman is to ensure that *she gets her orgasm first*. Go down on her or have her guide your hand in the best way to give her stimulation (requiring some of those communication skills we discussed earlier.) After she's hit Cloud 9, you can then take as long or as short as you like, and she's a lot more grateful.
- **Awareness**: You should always be aware and present enough during sex that you aren't missing clues on your performance. Don't ignore indications that you might need to alter your approach. If she starts to tense up, or she goes quiet, you need to be paying attention. A good lover to a woman is not just ruthlessly thrusting away at her until he comes. He has to be sensitive to the feedback he gets along the way.
- **No anger or violence**: The biggest fear a woman has is that she will be physically harmed by a man. Allowing you to enter her body is a high statement of her trust. If she is in enough lust, she will override that trust mechanism, but it only lasts for a little while. While you are in bed, you must avoid any angry or temperamental acts that would cause her to doubt your safe-ness. If you spook her, your seduction is over. It could take you hours to recover from this setback.
- **Temperance:** Also keep in mind that she doesn't want to go through every position in your first night together. You want to demonstrate you have a firm grip on the basics before you go catapulting into complex body-twisting positions that would make a Chinese acrobat wince. Don't presume you're going to get a "*69*" on your first time with her, though it could happen if she's

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very open and trusting in bed. You just need to spend your time attending to her needs. I have yet to find a woman that won't branch out and explore ***if*** she's been made comfortable from the start.

Slow it Down

Sexual satisfaction is relative. A guy isn't satisfied unless he ejaculates, while the woman can be satisfied with everything from a hug to an orgasm that blows the top of her head off. However, one thing you can be sure of: A woman will almost always take much longer to reach climax than a man. So you need to extend your performance as long as you can, while shortening her delay in getting off by stimulating her. Also, if she feels rushed, it's very unlikely that she will be able to achieve orgasm easily, if at all.

Premature Ejaculation

The average man ejaculates after about 3 to 4 minutes of constant rapid thrusting. There are a lot of men who come much quicker than this – usually within the first minute. As I stated before, a woman almost always takes longer than a man to reach orgasm, so just because you came first doesn't mean you are a premature ejaculator. After all, you can only hold off for so long. If, however, you are coming much too early and have ***no*** control, there are many techniques to extend the duration of your performance, such as the following:

- **Imagination** – If you can keep your mind from being too focused on the sex you're having, you can usually keep from getting over excited and losing it too soon. Our mind starts to focus on the points of pleasure, and sometimes it helps to concentrate on other areas. Or think about really ugly women undressing in front of you. (And I hate to tell you, but she's probably using her imagination with you, too.)
- **Relaxation** – Make a conscious effort to relax the muscles of your body. Some men use alcohol to help their stamina, but instead find that they can't get it up. If you want to use alcohol to help you, use it in moderation. I've found that a single beer or a glass of wine before the event relaxes me quite a bit, without any adverse affects.

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- **Change Positions and Motion** – Variety helps quite a bit to last a lot longer. Stop as frequently as you can.
- **Touch Her, and Keep Him Out** – Sometimes the best way is to just keep your wanker out of the activity for a while to cool down a bit. This will give you an opportunity to do a little work on your oral technique.
- **Use a De-Sensitizing Gel** – There are oils on the market that will numb you for a while and help keep you from coming too quickly.
- **Practice at Home**: Take a few weeks where you masturbate, and delay your orgasm for as long as you can. Premature ejaculation is usually a learned habit, and it can be un-learned if you take some time to train yourself the right way.

If you find you still cannot achieve some control and are unable to keep going for very long (say, a less than five minutes), you should seek some professional assistance. Premature ejaculation is one of the simplest sexual dysfunctions to correct, and most guys can fix this fairly quickly with some guidance. All it takes is some practice.

Whoops, Too Slow: Couldn't Get it Up

It happens to the best of us. Sometimes Mr. Happy just stays asleep, and you can't wake him up. Yes, depending on how much build up you've had to the main event, sometimes your dick just decides that it's a good time to just hang around. Some common causes:

- **Psychological Pressure** – The most common reason for impotence is almost always psychological. The man is putting too much pressure on himself to perform. Again, this is purely mental, and is nothing to worry about. When you can relax, you'll find that your boy will stand at attention with no problem.
- **Too Much Alcohol/Drugs** – As I said before, alcohol can relax you, but it also can relax you way too much to perform. Drunk sex (the times I can remember) is always the craziest, but the least enjoyable overall. If you can't get your batter up, you should lean back on the alcohol and other

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recreational drugs. Hey, seduction is hard enough without an altered consciousness.

- **Physiological Dysfunction** – This is much less likely than the other reasons, but if you suspect a problem that is physical, go see a urologist. (That would be a Dick-Doctor, Bob.)

Foreplay

There are three F's to sex that will net you the most benefit, even if you do nothing else:

- Foreplay
- Foreplay
- Foreplay

Remember what I said: Women rarely climax solely from your rabid pelvic thrusting. She needs direct stimulation to achieve climax, and her psychological desire to have an orgasm must be present *first*. Foreplay is like lighting the fuse of her fireworks. It's a long fuse. Take your time.

Foreplay is really nothing more than *not hurrying*. She wants it, and we know **you** want it, but the sooner you get to it, the sooner she'll be disappointed. For a woman, the satisfaction isn't in the climax or her orgasm; it's in the buildup.

Tempo – Again, Slow Down

There's another area where you need to exercise self-control, and it's in your motions. Sexual tempo for most men ranges from near-zero – you're barely moving – to Jackhammer, where you're pounding away like an engine at red-line. Almost all sexual motions that please a woman are on the slower end of the scale. Vary your tempo for the widest affect. Go from slow to a little bit faster, back to very slow, and then faster again.

Also, vary your pressure and focus from time to time. If you've ever had a woman spend too much time rubbing one spot of your body, you know how irritating it can be. Take a second or two on another location before you go back.

During any sex session, do not expect to spend all of your time building up one Herculean effort to get her to climax. No one gets to the top of a mountain in one run without stopping at several base camps along the way. There should be several planned pauses in the action to help her reach the summit. Remember, an uncomfortably fast

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rhythm feels violent to a woman, and you'll scare her and turn her off. Slow, soothing motions are always acceptable.

Mutual Masturbation

Warming up to the main event, you can't have more fun than this. Sometimes, when a woman isn't ready for sex as quickly as you want, you can still have some sexual fun with lower risk for her. Hey, I know a hand-job isn't the most thrilling, but it can open doors into more sex later on.

One of the ways you can take advantage of this as a proving ground is to show her you know how to use your fingers. If you can get her excited enough, she may be willing to go the rest of the way with you. Here are some tips on getting her good and ready:

- Make sure you keep your fingertips lubricated
- Tease outside her lips for a while, touching the skin surrounding her vagina, but not directly.
- Go easy on her clitoris. A delicate touch here is all that it takes to keep her bucking harder than a wild bronco.
- Don't try to stick too many fingers in her at any one time. One finger is usually enough, and two is plenty. Any more and it can be painful for her. (But, if she asks for more, then give it to her, of course.)
- Delay her orgasm for as long as possible. If you can keep from coming and then keep her pleasure drawn out, she will only want **more**. If you get her off, she'll be satisfied and have nothing more to want from you.

Cunnilingus

Going down on her isn't rated THE favorite sex act by women for nothing. Women ***love*** it. You need to be good at it.

The place to start is by understanding her anatomy. You need to know where her clitoris is, as well as where her g-spot is located. The secret to giving her mind-blowing orgasms is to stimulate her consistently at both points, which means using your tongue externally, as your fingers work inside her to stimulate the g-spot. Use the

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recommendations I stated before on tempo as you go, and she'll have a convulsive moment that might throw you off the bed with its intensity.

When you stimulate her externally, use your tongue in slow circles about her clitoris for maximum effect. Do not use your teeth, and beware using any fingers that have not been properly lubricated – by her or artificially. Use your tongue, as well as pressing your lips on her, and lick all around her vagina. If you like the taste and smell down there, chances are I don't have to give you much training. If you find it a bit gross, you might have to work a little harder. There are some tricks to help you, such as popping a cherry life-saver in her a little bit beforehand, or using a flavored oil or jelly. I highly recommend a small dab of honey. It's natural, and it's tasty.

Use a finger in her at all times. Do a little exploration. And if you find your jaw getting tired, pull that finger out and use it to touch her while you rest your tongue.

I've found that most women don't mind you kissing them after you've gone down on them, but just do it tastefully. If she's not into it, go get a washcloth and clean up.

Dirty Talk

Women will talk dirty with you, but it's not usually until after they've established a large Trust account in your name. Her first interest will be for hearing some love talk, and you'll have to come up with some if you want to get to a point where she grabs you by the hair and tells you: "Just &#$! me!" Don't start talking dirty to her until *she's* started, as you will definitely risk having her feel degraded and humiliated. She's not your personal porn movie or fantasy. She wants to be respected first, then she'll get playful.

The way to start dirty talk is to be mild at first. Say things that are very gentle, such as, "I just love feeling your skin on mine … you're so hot …" As you go, you can heat it up a little, with some more spice: "Do you like feeling me inside you? Is this how you like it?"

If she fails to respond after a couple of attempts, she's probably not a dirty-talker. There are worse situations, so don't feel compelled to keep trying. It might take you a few sessions for her to trust a little more and open up enough to talk during sex.

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Blow Jobs

What is there to say, other than almost every man likes getting head. It's probably the one sex act that has reached almost legendary renown, especially since our President Bill sent Monica bobbing in his lap. Here are some of the rules of getting all the oral sex you want:

- Don't shove her face down there on the first time you sleep with her. This goes back to the trust and respect thing. She wants to be appreciated and respected, not shoved into a smelly patch of pubic hair. If she starts to kiss her way down your stomach, she's probably going there on her own, or teasing you a little. But please don't do the shove-her-head thing. If she resists you at all, stop pushing.
- Don't push her deeper than she willingly takes you. If you gag her (if you ***can*** gag her, big boy), she'll be pissed, and rightfully so. Let her take you in as far as she wants. I've found that if you ask nicely, you can inspire her to go a little further: "Oooh, you do that so well. Can you take a little more in?" And reward her for trying all the way: "Oh, that's fantastic. You really turn me on." She wants to know that her effort is appreciated.
- And since coming in her mouth is a hot topic, the next section will cover how and when you warn her about your train is about to arrive …

"Here it Comes"

Announce when you're going to come for her so that she can decide what to do about it. If she swallows, you're in the clear, but if she doesn't, you have to respect that. Most men don't like it when the woman doesn't swallow, since it implies that she isn't accepting you on some level – it's a kind of rejection. There are a lot of reasons for her not swallowing initially, though, so be aware. She may not want to swallow until more trust has developed; she may be afraid of disease; or she may hate the taste, etc. When you know the reason why not, you can make a better decision as to whether this is acceptable for you.

As men, we gain a certain level of satisfaction from blow jobs that is decidedly different than that of your usual round of sex. With recent studies pointing to women

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liking oral sex at least as much as men (more so than straight pumping and thrusting), we can finally dispense with any guilt over this. Pardon my crude metaphors, but we men love a good "knob-polish" just as much as she likes a little "carpet-licking." Oral sex is personal attention of the most intimate kind. It says, "I'm here for **your** pleasure."

But what is our fascination with the subject of spitting and swallowing? Why is it so darn important for the girl to swallow it down instead of making a wide-eyed rush to the bathroom? Mostly, it is a sense of acceptance. A guy will feel turned off and rejected if she refuses his precious teaspoon of Olympic swimmers as if it were a mouthful of Clorox.

Why does a woman need to spit? Primarily because of two reasons: 1) She's turned off by it, and/or 2) she's afraid or scared (trust).

So, how do you improve your chances of her swallowing your load instead of hawking it into the nearest spittoon like a cowboy?

- First, be a safe shooter. Getting yourself tested for HIV and other STDs (sexually transmitted diseases) and being happily open about sharing this to your prospective sex buddy is an essential step in gaining her trust ... and subsequently her comfort. She doesn't want to accept a risk of illness or death solely to satisfy you.
- Second, have a talk with her about her feelings on the topic of giving you head and the finish-up. Find out how she feels about it and why. Communication beforehand usually solves most of the problems people run into, especially expectations of their partner's performance. Remember, most women, deep down, want to please the men in their life. If you're sensitive to her fears, she'll work with you.
- Next, make it a tasty treat. Your diet radically affects the taste of your semen. Most guys' diets produce a taste that is described as "bitter." (And, no, I don't know this first-hand.) Fruit juices can help quite a bit. Go on a diet of regular orange juice and you'll sweeten the taste up. That's a good idea anyway, just for the vitamins and other health benefits.
- You might also trim your pubic hair so going down on you isn't like an excursion into the South American jungle. Keep it clean and available. I've been known to give her a trail of cologne to keep it interesting and fun.

Also, be sure you're giving it to her as good as you want to get. Don't expect to get a lot of oral attention if you aren't willing to give her some. There's a joke that

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women only give head to get it, but I think deep down we all "give to get" in some way. If you're generous, you'll inspire a lot of gratitude and goodwill. Her desire will usually overcome her distaste, if you handle it right. Don't wheedle and whine and con her and expect her to respond. Make it worth her while.

Finally, be sensitive to her fears. Some women are really into oral sex, others are mildly interested, and a small number are decidedly against giving head - especially swallowing. The first group is ideal, since you have no problems there. The second group are usually the women who started out timid and scared of giving oral sex, and had the bad luck to get with a guy early on that turned them off to it, mostly by forcing it on her, possibly even gagging her. Once a person gags on something, it's a negative association that takes some work to get over. Give her some advance warning of your 'arrival' the first few times and see how she handles it. Sometimes it's just the unexpected that scares her off.

Take your time, and don't expect the moon and stars all at once.

Patience, Jedi. Patience.

As for the last kind of woman, the ones who won't go south-of-the-border, I have to draw my line there. Personally, I feel that oral sex is a necessary part of the complete package. She doesn't have to dress up in leather and shove a whip up my ass, or even explore every single position in the Kama Sutra. But if a woman has hang-ups or issues that prevent her from directly attending to Mr. Happy, and they aren't easily worked through, I can't stay with her comfortably for very long. However, if she'll at least go down, she'll usually – *eventually* – partake of my protein injection.

If a woman will not give you any kind of oral sex, you have a right to find out why. Make sure you've set a precedent of giving first and showing her that you are willing to go south before you make any decisions.

Threesomes

Again, guys love the thought of them, and women are initially repulsed (even if they would otherwise entertain the notion later, *after* trust has been established.) I don't know what to tell you here, other than if you are looking for this kind of experience early on, you'll have to find a woman with a very open-minded and hearty sex drive willing to indulge you. I believe sex is challenging enough without making it even more intimidating having to perform for two, but it can be interesting with the right combination.

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If you're at a bar and talking with two women who are obviously interested in you, don't spring this idea on them all at once. You could risk losing one of them for a seduction if you try to get them both. There's a joke about two bulls standing on a ridge overlooking a meadow full of cows. One says to the other: "Hey, let's run down there and get us a couple of them!" The other bull says with a wink, "Let's **walk** down and get them all."

Threesomes are an advanced step, and you have to learn how to walk before you can run, as they say. First, determine if you're really up to it before you ask a woman to try it with you. If you can, find a friend of hers that she's willing to bring into the picture. She's less likely to go along with a stranger of your choosing. Next, there are a lot of personals (both local newspapers and Internet) that can help you find people looking for this action. Use these resources to help you.

The best way I've seen for getting women interested in a threesome is to start by getting them back to one of theirs (or your) apartment or homes. You start a card game to get things interesting, something like strip poker or strip blackjack. (It helps to be good at either of these games, by the way. That way you're not the first one naked.) The whole time, you have to be teasing them about their interest in each other and their desire to see the other one naked.

When you finally do get them naked, you can then keep the card game going by playing Dare, where the winner of each hand gets to dare the other two to do something. In fact, any game you can think of can be used to start some form of the Truth-or-Dare scenario.

Some additional rules you can add in:

- If you end up naked first, keep playing with this rule: Each round you lose you must do a favor for one of the other women. She can choose for something to be done to herself, or to the other woman.
- If another woman ends up naked really early, each hand she loses she has to do a favor for you or the other woman. (At the winner's discretion.)
- Anyone who wants to skip removing an article of clothing or a dare has to take a drink (if you've got beer or other alcohol on hand)

Of course, it helps to have alcohol around to lower the ladies inhibitions, so make sure you have some beer, wine, or other liquor available. (Of course, I can't condone the use of other mind-altering substances, but I'm sure there are some others you can think of that will help loosen up the ladies.) From here, it's up to you to keep the action

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moving by daring more and more sexually exciting activities. I've always found that the combination of a good buzz and the dynamics of the Truth-or-Dare type games to be enough to get women to try some things that they might not otherwise.

You see, women **love** to be challenged. The best part about daring games is that you are pitting one woman against another, and a woman hates to be outdone in competition against another woman, or women. By daring her, you put her in another position to prove herself, and you'll get her to work more to your expectations than her own limiting beliefs.

Bondage/S&M/Spanking/Fetishes

Some guys like to be tied up. Others like a little punishment. Some guys even like furry puppets of Star Wars characters. If there's a weird twist you can think of for sex, I bet you someone has already done it, and done it on film. If you have a kink you'd like to try with a woman, be sure she's interested in something normal first. And don't interrupt your sex to ask her to hold on while you bring in the Wesson oil and nipple clamps. You work your way into it slowly, and always ask her if she's interested and open-minded first. She'll probably say, "Why? What do you have in mind?" And then you can tell her what you're thinking.

I won't go into any great detail here, because I tend to like the standard flavors in my sexual ice cream. But needless to say, there are plenty of books out there that can help you broach this topic with a would-be partner.

My only rules: Be careful, don't cause any lasting hurt or damage. And always have a "safe word," something you say to end the fantasy without going too far.

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Phone Sex

This is probably the safest of all sex you can have. If you find that you end up talking to a woman on the phone, and you can't seem to steer it into more face-to-face time, you might see how far you can go over the phone. She will feel very safe, and this will allow her to open up much more than in person. Once you've got the hang of talking to her sensually over the phone, you can start to talk her into meeting in person. It's also great practice for dirty talking during real sex.

You can also call phone sex lines from the back of your newspaper if you want to try this out on your own, but remember how expensive these services are. Don't get addicted and broke from your new hobby.

Your Favorite Number: 69

The only thing better than you going down on her, or her going down on you, is both of you going down on each other at the same time. It's not hard to work in some 69 action into your sexual encounter. If she goes down on you, and she isn't too far out of reach, you can initiate a 69 by just reaching over and stimulating her with your fingers. Once she starts to respond, you pull her closer, and move in closer to her, until you can start to use your mouth on her.

There are variations of the 69, such as the side-by-side, and the girl-on-top, and the guy-on-top. When you are on top, you have to be careful not to thrust and gag her while she's working on you.

I'll also admit, it's hard to keep your concentration while doing a 69. Neither one of you is focused on doing your best oral work while you're trying to enjoy the sensation of the other person's work. However, it is still very enjoyable. And it ensures that both people get their pleasure in the process. You may want to offer a 69 to a woman as a way to initiate getting some oral sex, since you'll be demonstrating that you can both trade the favor.

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Toys

It's common knowledge that just about every woman has a little plastic friend to get her through her "dry" spells. I won't even go near the jokes about why they find toys better than men, because every woman agrees that nothing feels the same as the real thing. However, her dildos and vibrators can be your friends in the sexual process, taking a lot of pressure off of you to stay hard for an hour while she gets warmed up.

One thing is for sure, though, and that is that when a woman uses vibrators and other toys frequently, they tend to make her much more conditioned to that specific stimulation to get off. Every woman I have ever talked to about this has agreed that using a vibrator makes getting an orgasm with just normal stimulation a lot more difficult. Be aware that if she uses a vibrator frequently, you will probably have a lot more difficult time getting her off.

Things to avoid:

- Don't go looking for her toy stash. This could be very embarrassing for her.
- Don't pull out your own stash of strap-on donkey dicks unless you've had a little discussion and she's open to using them.
- Don't make fun of anything she might show you, no matter how weird.

The G-spot

Most men have at least heard of the G-spot. It's called the G-spot because of Dr. Ernest Grafenberg ("Grafenberg Spot", G-spot, get it?) who 'discovered' the location as part of a frigidity study. Thank you, Dr. G. Now let us guys take over and put this to good use.

The G-spot is a small area of a woman's vagina that is extremely sensitive to stimulation. You may have heard women refer to "inside" and "outside" orgasms, and typically they are referring to the source of their climax. (Yeah, it sucks. Women not only get powerful multiple orgasms, but they get different varieties, too. Being a woman has its compensations, I suppose.)

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So what do you do with the G-spot? Who has a G-spot? How do you find it? Why is it worth seeking at all?

Let me address that last question first: *Why find the g-spot at all?*

If you've ever stimulated a woman to orgasm in this zone, you know that it's the most intense pleasure you can give her. It is the "inside" variety orgasm, and it often leaves a woman breathless (if not unconscious.) If she has a g-spot, it is definitely worth finding and using.

How Do I Find The G-Spot?

Insert one or two fingers in her vagina with your palm facing toward you. Gently bend your fingers 'forward' so that they stroke the top wall of the vagina (the part closest to her tummy.) You want to target the area about halfway in, around 3 inches in or so. It's about the size of a dime for most women. You may feel a raised spot or series of ridges, or you may feel nothing of note. You'll have to explore a bit to find it.

She might find this stimulation extremely pleasurable, or she could have an urge to urinate … or *both*. Stroking this spot with varying degrees of pressure will tell you if you've found it or not.

Does Every Woman Have A G-Spot?

No, not every woman does. Some women find clitoral stimulation variable, and some women find the g-spot pleasurable, not very interesting, or downright uncomfortable. The best thing to do is to ask her if she's found hers on her own. Hear what she has to say about her own self-exploration. If she's already located it, or tried endlessly and failed, you have a place to start. If she's never tried, you may be the lucky guy to make her millennium.

How Do You Stimulate The G-Spot?

Well, there are typically three ways: With your fingers, with a toy, or with your wanker. From experience, you should first try to use your fingers first. You need to familiarize yourself with her geography, finding the exact location. The best motions to use are small, slow circles, or slow back-and-forth rubbing. Sometimes a little pressure with your fingertip is enough. When you've found it, you're in the zone, baby.

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You're free to employ the use of dildos and other helpers, but I highly recommend you stick to the tried-and true. Your fingers are always attached to **you**, if you know what I mean. You want her thinking you're the only one that can get her off like this, not her Vibro-master 3000.

If you want to use your own Tool to stimulate her there, you have to find a position that will drag the head of your penis around the g-spot as you thrust. It helps to have your angle of attack highly exaggerated.

I'll give you one more pro-tip if you want to have her retrieving beers and giving you gratitude head for a week. I call this the C-G Combo: Stimulate her clitoris with your tongue and her g-spot with your fingers for the ride of a lifetime. Add in a finger in her butt, and you're pushing the envelope. I'm dead serious when I tell you to watch out for injury, because women very often lose control of their bodies when they are this aroused. Don't say I didn't warn you!

The Forbidden Zone of Pleasure

There's an area of a woman's body that is a secret erogenous zone, and there are a lot of guys who still haven't discovered it, or know how to use it. The place I'm talking about is a woman's anus.

There are bunches of nerve endings in the rectum, making it a prime target for sexual stimulation. There is even a theory that a woman is sexually aroused by practically any kind of stimulation in a zone around her genitalia. Adding a little erotic attention in her backside can reap you a whopper of an orgasm that will have her begging to repeat the pleasure.

If she's ready and has had anal sex before, chances are you can just let her tell you how best to start the proceedings, but if she hasn't tried taking any penetration back there, you need to work into it slowly.

Keep in mind, there are some important things to be aware of when you start heading towards her back door:

- First, always ask before you explore. You can do this in a very gentle way, such as putting your finger close by and asking, "Do you mind, or do you prefer not?" You can also do this without asking by just running your fingers down her butt when she's on top of you. Tease your way very close, but not quite touching her anus. This is a kind of hint. Now, watch and feel for her body language. If she stops moving, or tenses up when you get close, she may have issues, and you should stop and talk about it

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again later. If, instead, she perks her little booty up in the air and grinds, she's probably indicating some interest. *(I've found that if you're already in a sexual relationship with a woman, you can usually just jokingly bring the topic up about a made up 'friend' of yours, and invent some story about how he's into anal sex. Watch for her reaction. Every woman I've ever mentioned this with has made her feelings known right away about whether or not she's into anal penetration. If you bring it up this way, you can avoid embarrassing yourself.)*

- Always use some kind of lubrication. **Always**.
- It's always painful until she relaxes, so go **very** slowly. Start by just pressing on her butt with your fingertip, rubbing it slowly. Then, use your pinky finger to penetrate and go from there. It's actually more important to not penetrate too deep than it is to use too fat a finger. Her sphincter muscle closes at several points, and it's painful to go in too deep without warning.
- The first couple times, don't spend all night with your finger in her posterior. Use this kind of stimulation, like spice in spaghetti sauce – just a pinch and a dash to make it exceptional. You don't want to overstay your welcome.
- Never use the same finger, toy, whatever, on both her butt and the vagina. This is exceptionally bad hygiene that will likely give her a UTI (Urinary Tract Infection.) Not pretty or fun, and you don't want her cursing your name every time she has to scream when peeing. Be clean. And make absolutely sure to wash your hands afterwards.

A lot of women like stimulation in the ass, and yet they are also confused, believing the stigma that anal stimulation or sex is filthy and degenerate. (There are still laws on the books of many states against Sodomy - the act of anal sex.) If this is your taste and not hers, respect her wishes and stay away. You'll find that if you do well in pleasing her in other areas she will get curious later on, and that could lead to working her up to some anal sex at a later point as well.

If and when you do progress from using your finger to using your penis in her, the same rules still apply. She will need plenty of lubrication, and a lot of patience. You need to go very slow, especially if she's just experimenting here. You don't want to rush things, risk making it painful for her, and then find yourself banned forever.

Keep in mind that she will probably need her clitoris stimulated at the same time. Most of the time, women will do this for themselves, but please don't be a selfish

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bastard – offer to give her the courtesy of a reach-around. You can make her happy in most positions if you'll recognize that you have to stimulate her clit directly.

The bottom line is that you cannot do **too much** to stimulate a woman and give her foreplay, but once she is able to relax into the experience, she is very likely to ask for more …

… more …

MORE!

Your Pleasure Chest

You'll want to keep a few things on hand for your sexual arsenal, and to be prepared for any fun and games you might want to have. Here are some options to pick up to stock your bedroom Pleasure Chest:

- **Condoms** – Lots of them.
- **Massage oils** – There are some that will heat up when you rub them, and others that smell fantastic. Remember how a woman is stimulated at a very primal level by smell and touch, and this is a great way of combining the two.
- **Flavored jelly or oil** – There are a lot of sweet gels you can get to encourage exploration with tongues … hers and yours.
- **Lubrication** – You want to avoid using any petroleum-based lubrications (like Vaseline) with latex condoms since this will break them down. Get a tube of K-Y jelly.
- **Desensitizing cream** – for those times when you want to improve your endurance
- **Feathers** – You'd be amazed how stimulating a feather can feel on a woman's skin. You can even use this kind of teasing on her before you've gotten to the bedroom.
- **Dildo or vibrator** – For when she needs that little extra stimulation.
- **Small towel** – For cleanup duty.
- **Water** – For refreshing without having to leave the bed.
- **Candles** – To set the right atmosphere.

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- **Porno movies** – Most guys have some dirty movies to entertain them during those dry spells. You'll want to be careful here. Make sure she suggests this and is into watching them with you *before* you pop one in. You will risk seriously turning a woman off by not getting her approval in advance.
- **Music** – I recommend having a CD player (or MP3 player) in your bedroom, so that you can enhance the experience with music. I advise you not to use the radio, since you can't control what they play or say, and you might end up with some DJ talking about rape statistics in the middle of your sex. Smooth Jazz is the best for the bedroom.
- **Lots of Pillows** – Pillows are a good addition because they not only make a woman feel at ease (outside of the bedroom as well) but they allow you to create your own support for various positions you might want to try.

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Sexual Weirdness

Watch out for the "I Love You"

If she says she loves you the first time you have sex, be very careful not to reply. This is most likely a part of her validation mechanism (low self-esteem) coming to the surface. She wants to hear this from you either to make herself feel loved and therefore worthy, or she needs to hear it to resolve the Slut Complex she has going on in her head – that she needs to be *in love* to have sex.

So, if she throws out the "I love you" during or after sex, you should just say something along the lines of "You're so beautiful" or "I just love touching your body" or another token verbal appreciation of her. If she pushes you for a return "I love you," you should resist the urge. She may be seeking some kind of commitment from you and this could get very weird later on. If she stops you and says, "Don't you love me?" It's better to tell her "Maybe in the future, but right now I'm just happy to be here with you and sharing this." If that's not good enough for her and she stops sex to get you to commit, you should consider leaving. Don't be blackmailed into lying to her because you're afraid of having sex taken away from you. You got this far with *her*, and you'll do it again with someone else. You often gain much more respect and confidence from the women that you turn down than the women you accept too easily.

Some women use sex as blackmail to get the closeness they desire from a relationship. Their low self-esteem is at odds with their desire to postpone sex, so they give up sex as a transaction to get your implied commitment. Beware these women and this tactic.

Crying

There's a joke that one of the sure-fire ways to drive a man away is to cry during or after sex. Many times it's just an emotional release for the woman, and she'll usually just cry for a few seconds and be done. Console her with your touch (be careful with words) and let her get it over with.

If, however, this happens frequently or lasts for a long time, you probably have damaged goods on your hands. She may have been abused, or she may have some significant emotional trauma that is being released during sex. If it happens more than once, you should consider moving on. These women can become severely disruptive to your life.

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Manipulation and Leeching

Some women control sex as a method of controlling men. She will use the bait of sex to get you to do things for her, such as buy her gifts, or loan her money, or even more disruptive favors like letting her "stay at your place" for a while. It can be difficult to spot this at the start, but if she sees you more than once and starts expecting favors, you basically have a case of prostitution happening here. The pattern usually becomes more apparent when she starts to withhold sex, or tease you in some way. It progresses eventually to asking outright for gifts and money from you in order for her to keep seeing you. There are other women who will attach to you like a bloodthirsty leech, and you have to be ready to cut her off as soon as you spot these tendencies.

The Extreme Female Sex Types

The Porn Star: She wants to do everything under the sun, and owns sex toys that would intimidate a hooker. Her screams of ecstasy shatter crystal. She's unbelievable in bed (or in a car, or on a train, or in an alley, or your front lawn, or ...) If you can handle the eventual jealousy and inadequacy you'll experience (and the claw marks on your back), she's fantastic. Just watch for her wanderlust, because when she's through with you, it's on to happier hunting grounds.

The Nympho: Not to be confused with the Porn Star, this gal has a huge sexual appetite, wanting it more than even you can give it. She'll take all you can give her and then some. She'll be on her way when she's not feeling she's getting what she needs. Definitely into experimenting and positions.

Frozen Chick: she has no sex drive, and even if she does put out, it's a cold and disheartening experience that makes you feel as if you are a Bad Man. She makes the sounds and the motions, but you know she's acting. She probably has a deep-seated hatred of men. She has sex only because she thinks she's obligated, or to repay you for dinner. Avoid and move on.

The Super-sensitive: She needs to hear a lot about your feelings in bed to go through with it. Nothing wrong here, she's just in need of a lot of stroking. You should be careful to avoid saying too much to her in bed, since you could well risk ruining the mystery of your feelings too early. Give her the reassurance she needs, but do it in ways that appreciate *her*, such as telling her how sexy she looks and feels, how she makes you feel so excited, etc. Take your time with her.

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The Dead Fish: She can take it or leave it" when it comes to sex. Doing her is like necrophilia. You'd swear she went into a coma the second your clothes came off. She might moan once or twice, but you feel almost guilty having sex with her because she seems as though she's imagining she's bound and gagged. This gal is never fun to sleep with, and there's way too much work here to rehabilitate. Unless she's an occasional sex buddy, consider this a lady you can safely remove from your harem.

The Role-player: She loves to pretend she's anyone but herself, and that you're anyone but *you*. This can be fun ... for a while. If she keeps this up too long, you'd better be wondering why she doesn't like reality so much. She likes the thrill of the fiction.

The Switch Hitter: She's bisexual, and proud of it. If you're just looking for a threesome, you could be in for some fun, or a big disappointment. And if you are the jealous type, this gal doubles the potential for you to find a reason to wonder. You'll get a lot of pointers on female satisfaction techniques, though.

The Sexual Controller: She needs to own you to have sex with you, and it's only on *her* schedule and with *her* conditions firmly met. You'll have to perform for her to get her in bed and keep her there.

You show me the most beautiful woman in the world, and I'll show you a guy who's tired of sleeping with her.

So many guys go to bed with only one requirement for a woman: she has a vagina. As far as sex goes, be aware that even after all you do to go to bed with a woman, she may not be a very good sex partner. A lot of women are just as incompetent in bed as guys are; it's just that we men have much lower expectations and easier physiologies.

There are also women on the other end of the spectrum, who *appear* to want sex, but are only going through the motions (like Frozen Chick above). I won't go into much detail here about the psychology of this (there are whole books written on this condition alone), but suffice to say there are women with some pretty severe sexual dysfunctions. There are women incapable of having an orgasm, and others have been so badly conditioned from early sexual experiences that they feel they only have put out to please men, not themselves. You'll get a hint of what kind of woman you're with when you learn to fine-tune your awareness and watch her reactions to what you do.

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Manage Your Chi

Chi is the Chinese term for your life energy, and it travels your body in paths, gathering at certain points. Now, you don't need to be a mystic, Chi Gong practitioner, or New Age weirdo to understand or believe in the use of your life force. You feel energy in various parts of your body all the time. Most people aren't highly tuned enough to control the flow, or haven't been educated about it. There is a great deal of accepted literature on the use of chi in healing and it's even been used along side more traditional medical practices. I encourage you to look into it further, as it will help you understand your body much better.

Whether you believe in these principles or not, you have probably experienced the phenomenon of your energy being drained or lost through sex. When you ejaculate, your body goes through varied changes related to chemical releases in your brain. You get sleepy, you have an urge to grab a smoke, or even raid the refrigerator. What is also happening with this chemical change is a loss of willpower and energy.

Have you ever tried working out after a morning sex session with a woman? I'll bet the results weren't too spectacular. You probably felt a little drained and lethargic, even though you weren't necessarily sleepy, and definitely not at your peak performance. This loss of energy is also consistent with losing your chi energy. On the other hand, when a man doesn't get any release for a week or two, he's much more vigorous and lively. He has more energy to channel.

Masturbation releases valuable creative energy. When you're in the process of meeting and seducing women, you **need** drive and motivation to practice some of these techniques, as well as summon the will to get out there and just meet new women. It's hard enough when you have a decent energy level, but if you constantly divert that energy away into self-satisfaction, you'll be robbing yourself of precious motivation.

Exercise your self-discipline. Don't masturbate too much. The Chi energy in your body gives you a great reserve of power to draw from. If you can learn how to tap into this reservoir, you'll find a new vitality in your life.

On the other hand, don't let *too much* Chi build up, since a high level of sexual tension will distract you from using and practicing **The Seduction Method**. You'll feel a need to hurry to get sexual release. The woman will detect your single-minded objective and run. Find a comfortable balance that gives you the motivation to take action, yet won't sap your willpower.

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How To Be Memorable

I've already told you that most men are not very good at satisfying women. Oh, sure, they're great at satisfying themselves, but that's just not going to cut it in this day and age. Even the average player out there needs to get his game together when it comes to sex. You'll generate some really bad karma if you don't make sure that your seduction is a worthwhile conclusion to a great evening. Especially if you want to be invited back for more.

Here's a wonderful strategy that will ensure that she never forgets you or the time you had with her. You want to leave her with a little of your magic, and she'll never regret having fallen into your arms. It's worth the extra energy. It's like tipping the waiter for good service.

What you do is this:

During or sometime just after sex, you whisper something poetic and memorable to her. By doing this, you link an almost magical association in her mind.

Here are the rules for this memorable line:

- Keep it short – one line only.
- Avoid rhyming, if possible.
- Nothing too corny. (But you'll be amazed at how corny you can get with a woman and she will still love it)
- Don't make the moment too heavy. Just whisper the line to her while looking into her eyes.
- Make it seem inspired instead of memorized. Don't let her think that you say this to "all the girls…"

Here are a few examples:

- "And if the stars had the beauty to match her dreams …"
- "Her beauty was not made of shape or form, but shined from within like sapphire light …"

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- "When we're gone, all these moments will be lost in time, like tears in rain …" (I stole that one from the movie "*Blade Runner*.")
- "A moment of time between us, an ember of fire sharing this night…"

Sure, you might feel a little weird delivering these the first few times, but get over it. Women eat this stuff up, and she'll **never** forget the man that wants to leave her with more than just a set of stained sheets. Give her a gift for what she's given you. You'll improve the likelihood of sleeping with her again in the future.

If she asks you what the line is or where you got it, you act shy about telling her. Make her work to pry it out of you. Then, when you're ready, you say, "It was a poem I once wrote, and I thought that part suited you."

As soon as you can, change the subject, or go take a bathroom break. Don't let "the moment" get too big or you might end up with her wanting a long-term relationship when you're done.

One time, a few years back, I was working on a seduction with a gal I had met from work. We got together at her townhouse and had a few drinks while we watched a video. Afterwards, when it was dark, I took her outside and started kissing her. After a while, I interrupted our kissing. I told her to stop and listen. (I could see that she was thrown off by the fact that **I** stopped our make-out session.) "Listen!" I put my fingers over her lips, looking up at the sky. "Isn't the night incredible? It has its own sound. It's almost deafening. Can you hear it?" She was entranced. "Yeah, I think I can," she said. I took her by the hand and led her back to the apartment to continue the seduction. We ended up in bed on that first date, mostly because I gave her a unique experience, totally untouched from anything she had experienced before. I just made it memorable.

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Closing

Live your life on purpose. Make your life an intentional act of happiness rather than a series of random acts.

Only you can control the affect of your personality on other people – and that is the essence of seduction. You have to take the active role of turning the steering wheel of your life. **The Seduction Method** is about helping women get to the decisions they **want** to make. It's no different than sales, where you're helping a customer make a buying decision that will profit both you and them. We're all just afraid of making a mistake when we fear to make a decision. It's your job to help her past this fear.

One of the key discoveries in human motivation was that we can alter our lives and destinies by altering our thoughts. A particularly relevant quote, often credited to Buddha, is this:

We become what we think about.

If you are wrapped up in a negative shell of anger and resentment, you will be angry and resentful. If you focus your thoughts on scrambling for money and how you'll only get by, you'll be poor. If you focus your mind on the great powers you possess inside you, you will unleash them.

You become what you think about all day long.

Do you find yourself thinking about how intimidating and scary women are? Do you fear their rejection? Those thoughts will be your experience then, when you do encounter women.

When you get on a bike and ride it, do you worry and think about falling off it the whole time? No. You get on a bike and ride it with the happy assumption that you ***can*** ride it, and that means that you *won't* fall. Your mind doesn't even consider the alternative.

Imagine if every time you got on a bike and rode it you had a constant fear of wiping out or falling off. What would be the likely result? You'd probably have ten times

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more falls and accidents. Your mind would always be dwelling on the bumps and complications up ahead. Your success would be severely limited.

You have to assume that you can ride this bike. Seduction, once you learn how it works – how to keep your balance, how to navigate in traffic, starting, stopping – these skills all build your confidence, and that will show through to your targets. You'll see it as success. It takes some work, but it's the only way to get there. There are no shortcuts.

Guys, there is NO magic bullet in seduction and getting women to bed, other than this:

If you are not successful with women right now, you need to learn more. And leave no other option for yourself than success.

Bottom line. No ifs, ands, or buts.

I've seen some not-so-attractive guys with such great game that they were always lining up a new lady. They were balding, slightly chubby men – not the most attractive. But they knew that one thing was going to override any appearance factors: Their **ATTITUDE**.

Are these guys getting as much sex as the gorgeous model guys? I don't know. I suspect they probably are, but there's also a distinct chance they might not be getting supermodels to ride home with them in their Ferrari's.

A lot of guys will just throw their hands up at this and shriek, "Hey! What's the point then? If good looking guys get more sex and better looking women, then why bother?"

I've even had one guy tell me that:

"… how you look and appear physically is the most important factor in success with beautiful women. I truly know this from first hand, real experience …"

I don't buy that for **one** second. And I suspect others know this, too. If you've ever seen a couple and thought, "HUH? What the hell does she see in ***HIM***???" you know what I mean.

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However...

Let's just assume for a minute that this is correct and physical appearance is THE most important factor.

What then?

What would that mean to you if this 'fact' was established as 100% correct? Would you give up trying to get with beautiful women if you weren't a total GQ model?

Would that mean the "game is over"? No sex with good-looking women for you?

If the worst thing you suspected *were* true, what would you do then?

You'd have to do what millions of men have to do every day when they're faced with a challenge – you **figure out a way around it**.

Looks only get your foot in the door. She can still shove you out and slam it shut.

I don't believe there are specific laws you can state that say only beautiful men get to sleep with beautiful women. It's not like math where you add up these numbers and always get the same result. **The Seduction Method** is wonderful in that it is so flexible. You can make these laws bend and flex to what you want by employing very simple strategies. The more and better you learn them, the more and better success you enjoy. That's the only law that I've seen proven so far.

There is **no man** who is a born or condemned failure with women, if he's willing to get in there and persist. I did. I was a battered "Nice Guy," enduring a two-year dry spell that would have made a Tibetan monk weep in his celibate cot at night.

Remember, it's easier to change yourself than the rest of the world. It's easy to accept an assumption rather than question it and change it in your life.

I happen to believe one fact COMPLETELY and without a doubt with respect to men's attitudes:

You will only attract the level of woman that your level of self-esteem will allow.

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Sure, a guy who has less-than-average looks is not going to be as **immediately** appealing to a woman as a gorgeous guy would, but in what context? In the meat-market nightclubs?

How you look is less important than the way you make a woman feel.

Have you ever used hotornot.com? It's a Web site that lets you put your picture up and have it graded on a scale from 1 to 10. Go there and see what kind of ratings some pictures get. They vary anywhere from a 2 to a 10 on some people. How can this be?

For two reasons:

1) Every woman's tastes are different. One woman's "ugly" is another's "gorgeous."
2) You can put up a different picture of a guy with a slightly different pose and attitude and get completely different ratings – from the **same** woman.

How can that be?

Ask any woman you know to go through a set of pictures of you and have her pick out which ones she thinks are most enticing. And then have her explain her choices to you. Chances are she won't be able to, but the women who can explain will tell you it's all in the attitude (sexiness) you convey. Same person, just different attitudes.

The same thing happens in real life. Your attractiveness is directly influenced by your attitude.

So, back to the reality: How you look is less important than how you make her ***feel***.

If you're not having more success right now, it's because something is still missing. I'm willing to bet that I know what this is, too.

Attitude.

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Every single guy I know who has improved his game with women has shirked off that bitter, whining attitude (that he can't get success because of this or that) and he just goes and **DOES IT ANYWAY.**

Remember that scene in "Apollo 13" where Ed Harris talks about the situation with the astronauts out of control and their ship crippled in space, and he says, "Failure is not an option!" There was **no** place in their decision path that would allow them to throw their hands up and say, "Sorry! Can't do it. Those guys are just going to have to die up there."

That's so essential. You can't give yourself the option of failure, or you will probably take it somewhere along the way.

There is **always** a reason that you're not getting the success you want with women, and there is **always** a solution. Tune in with me on this, and listen hard:

The only people who fail in this world are those who fail to persevere. There are plenty of guys who want to find this mystical magical combination of words that will "**GET A WOMAN IN BED WITH YOU, NOW!"**

It doesn't exist, guys. It's what they used to call Snake Oil, a remedy that doesn't exist. I won't ever promise that sort of thing to you because even though it might sell a few more copies of my book, it isn't true. And I won't lie to you. I've been out there long enough to know that there is **NO** magic bullet to bring down **every** target you set your eyes on. It's wishful thinking created for you by guys who want you to believe that you can turn your natural male desire to have sex with a woman that you find visually attractive into *immediate* gratification of that thought.

However, I'm here to tell you that you *can* have almost any woman you want. But you're going to have to learn and practice a hell of a lot more. It's not instantaneous. And there are no "six magic words" out there that are going to change that.

The great secret that you're all looking for is already in front of you:

ANY method will work, if you ***really*** use it and ***work*** it. (And it's not as hard as you might imagine.)

Failure will NOT be an option.

If you employ these principles, and make a woman feel good about herself (and you) through these seduction principles, you **will** be more successful.

The catch?

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What I already told you: You have to ***really*** use it and work it. No half-assed attempts. No read-once and hit the casinos like James Bond. Read this book several times, develop your attitude and charm, and use this power. When you understand the principles, you are then free to carry that attitude into your dating life.

No more "I'd just like to be friends."

No more "Hey, you're nice and all, but sort of seeing this other guy."

No more "I don't have a phone right now. Let me call you instead."

No more **bullshit**.

If you learn the skills and perform the effort, you **will** bring her down. Feel the thrill of the chase. Reach into the primitive caveman inside you that loved the challenge of the hunt and the kill, and let that drive you forward.

No great success came to those who merely watch and wait, or look for a shortcut that they know doesn't exist. It's easy to lose oneself in the quest for the quick and easy, and then use that as your excuse for not having planted your stake in the ground and got to work.

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan, 'Press on,' has solved and always will solve the problems of the human race."

- Calvin Coolidge

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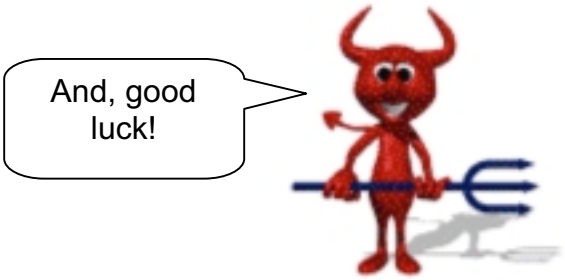
This may sound like a shameless plug, but if you really want to pick this information up quickly and get good at seduction, get a couple of your friends to buy **The Seduction Method** program as well, train them as wingmen, and start practicing this stuff every week. The more you do it with other guys and compare your notes on what worked and what didn't, the more you'll be on the fast track to success. You can go it alone, but it's ten times easier to do it with a group of guys who can serve as a support group for you along the way. Seduction is a lonely occupation at times, and you can use all the help you can get. Remember the Beatles': "I get by with a little help from my friends."

Remember: Your belief system is constantly looking to validate your assumptions. You will see whatever you want to see that reinforces your previous judgment.

Question those assumptions.

Congratulations. You've just graduated from this program.

Now get to work.



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APPENDIX: The Affect of Age on Seduction Interests

Women have different interests at different ages. Knowing what her likely focus will be at a certain age will help you understand how best to present yourself. I'm assuming that most women you will target are single, and some may have had a marriage or child somewhere in the past. The big variable in all of this will usually revolve around her sense of self-esteem. How she feels about herself and keeps up her self-image will play heavily into her priorities as she gets older. Generally speaking, the lower her self-esteem, the more she will buy into society's program of "get married, have children."

Age	Interest
18 to around 24	**PARTY!** This chick just wants to have FUN. Fun, fun, fun. Any guy that ties her down will be an anchor that she will cut free at the earliest opportunity. She will say she wants just one love, but this is "Cinderella-speak." She really wants to enjoy serial monogamy to its fullest. She is most sensitive to men who try and tie her down. Her friends are the most important part of her life at this stage – a holdover from her teenage and college years. Catch her at the right time, and you could be having fun with her.
24 to 27 or 28	She's on the market for a husband or long-term partner, but she's not feeling any urgency. This woman is starting her career and is into experiencing what her newfound womanhood is all about. This is the period where she's breaking free of her "party all the time" mentality, and starting to develop her own single life. Her friends are still extremely important to her, but her romantic relationships are starting to feel more urgent. Women in this stage tend to ignore themselves and their own interests to get married and have children.
28 to 30	She's starting to feel the real urgency of approaching her sexual peak **and** the horrible thought that she could be turning 30 in a couple years. If she hasn't found a husband and started a family,

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	she starts to get much more serious about finding a long-term mate. You can usually smell her intensity a mile away. She's extremely sensitive to "Players" and guys who won't commit to her. She's into screening out the men who won't make a good provider for her.
30 to 34	She's really feeling the pressure of not only being **30** (she never actually believed it would happen to *her*) but she's also on the blood hunt for a man to complete her image of a family. She wants to bear children, and she realizes that her window is starting to close. She's also feeling a consistent desire for sex since she's started entering her sexual peak. Some women get to this stage and make their career a priority, and they feel the contention between their maternal/female needs and their desire for recognition in their work.
34 to 40	Her mania for bearing children subsides a little, and she's starting to understand how she was programmed by society, Barbie dolls, Disney movies, etc., to want the husband, children, home in the suburbs, and her own SUV. She's more relaxed after she's broken free of those beliefs, and she's also at her sexual peak. The women that can most effectively shake off this "need to breed" make incredible sexual partners. She's starting to focus on her own needs and self-development, as she discovers that all this time is really hers to spend the way she wants. She will probably fill her life up with classes and self-development. She may even go back to school.
40 onward	At this point, a woman's interest in men can go in many directions. Many single women will avoid any threats to their established state of independence. They worked hard to get to this level of self-reliance, and a man can often seem like a threat to this. This is not to say that she wouldn't want a long-term relationship, but she is just as likely to have a casual sex-buddy as well, since this allows her the freedom she desires. At this point in her life, she's into her own life and own interests. She's also losing her flexibility in terms of her ability and desire to accommodate a man. She's getting over her feeling of loss from not having had children, or she's into a child she may have from a previous marriage.

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	From here on out, she may range anywhere from still desiring children and/or a husband, to enjoying casual dating and sex. Somewhere in the back of her mind, though, she still wants to find "The One" who will be her Prince Charming. She still believes in the myth, but she is now just more cynical about finding him. Women over 40 are also subject to the same inflexibility that men are, unwilling to change or flex their schedule to accommodate a partner in their life. This is where casual partners can fill in without worrying about becoming a marriage prospect.

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References and Recommended Reading List

- **Think and Grow Rich** – *Napoleon Hill* - Developing an action mentality, as well as understanding the principles behind thinking BIG

- **The Art of War** – *Sun Tzu* - Developing a thinking/strategizing mentality

- **The Art of Seduction** – *Robert Greene* – The art and history of seduction

- **The 48 Laws of Power** – *Robert Greene* – The complete strategy of power – an update of Machiavelli's classic rules of power

- **Awaken the Giant Within** – *Tony Robbins* - Developing yourself and your character

- **The Dating Black Book** – *Christian De Meco* – The complete dating success strategy (www.datingdynamics.com)

- **Your Autobiography** – The story of your life, as you write it every day

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